Saturday Night

JULY 23RD 1955 TEN CENTS

© McKague

Douglas Campbell: Tradition of the actor-manager (Page 14).

The Front Page

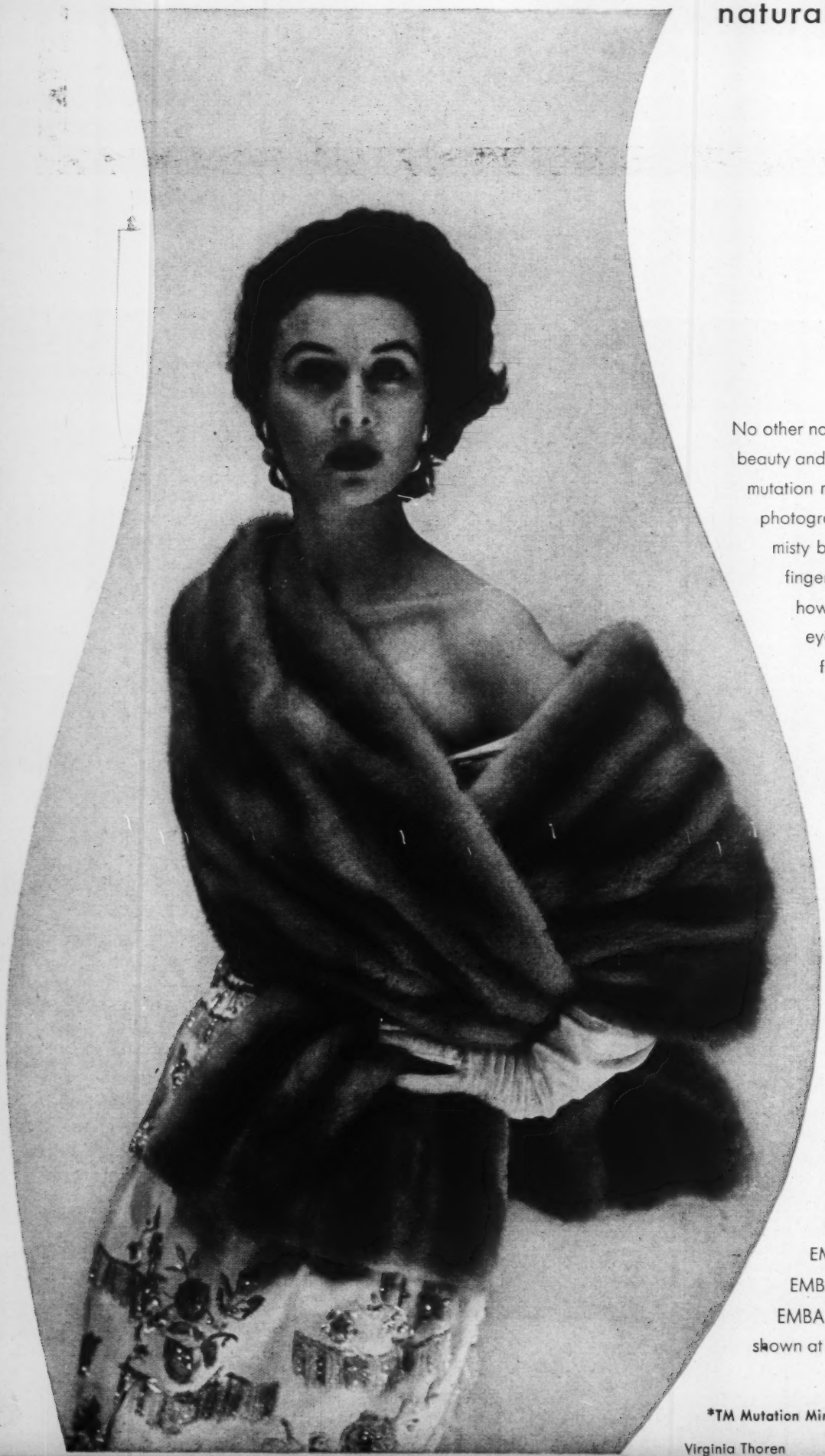
During the debate in the House of Commons on the Government's bill to extend indefinitely the extraordinary ministerial powers embodied in the Defence Production Act, a member of the Conservative opposition challenged Prime Minister St. Laurent to fight a general election on the issue. His righteous indignation was greater than his political wisdom. As an election issue, the arbitrary powers granted this or that cabinet minister would excite the Canadian electorate about as much as a chess tournament in Tomsk.

Canadians had every reason to be disturbed by the bill, and the Opposition would have been neglecting its duty had it not fought to prevent passage of the measure. Liberals themselves were uneasy about the extension of the authority given the Minister of Defence Production to take over industries, contracts and products whenever he might think such action was necessary "in the national interest". The *Winnipeg Free Press*, a powerful voice of traditional Liberalism, condemned the bill in these words: "The Government can, if it takes the trouble, do what governments in a free society should always strive to do: it can stick to powers that are precisely defined, not arbitrary . . . What Mr. Howe's bill does, making broad powers permanent, is the lazy, play-safe alternative beloved of bureaucracy. It gives to a government department more

Stratford: The Third Season
by Robertson Davies: Page 7

a dream of a colour: emba cerulean

natural blue mutation mink



No other natural fur can match the out-of-this-world beauty and quality of Emba Cerulean* mutation mink. Even the best of colour photographs cannot completely capture its misty blueness. And only your own fingertips can tell you how soft it is, how supple, how silken. It appeals to the eye, to the sense of touch, to your fashion sense—and to your common sense, for its EMBA* label guarantees you that it is mutation mink of dependable excellence. The mink mutation is a feat of nature; scientific EMBA* fur culture develops and stabilizes its spontaneous special beauty.

To make sure you meet the authentic royal family of fine furs, ask for them at your furrier's by their trade-marked brand names: EMBA Argenta*, the natural grey mutation mink; EMBA Autumn Haze*, the natural brown one; EMBA Desert Gold*, the natural light brown; EMBA Jasmine*, the natural white; EMBA Lutetia*, the natural gunmetal; EMBA Cerulean*, the natural blue mutation mink, shown at left in a sinuous length of luxury.

*TM Mutation Mink Breeders Association

Virginia Thoren

The Front Page

authority than is really needed to carry out the policies approved by Parliament. That is illiberal. It is also feeble and underhand. It is, indeed, about as bad as it could be."

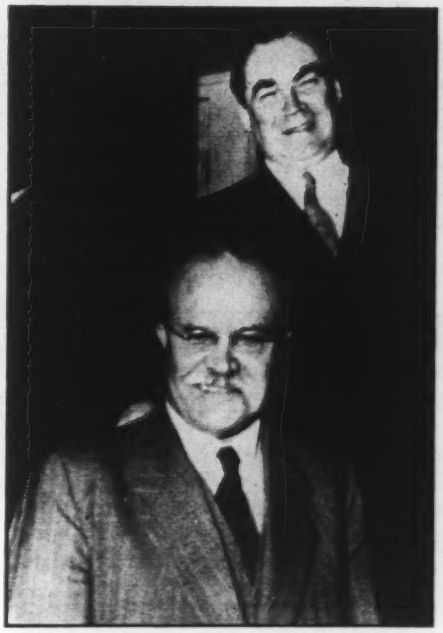
It is the sort of issue that should arouse a politically alert nation, jealous of its freedom. But we are not such a nation, and for too many of us "freedom" is nothing more than an abstract term that vaguely describes the difference between those two other abstractions, totalitarianism and democracy. Besides, there is something frightening about freedom; it has too many disturbing implications for the individual—it makes demands on intellect and conscience, it challenges comfortable routine and may threaten directed security. Far better to assume, because we can change our jobs or our church, write letters to the editor, go into debt and move about the country as we please, that freedom is a condition of living as permanent as death and taxes.

As an election issue, then, it just won't do. It would so disturb the electors that they would exercise to the full their right to stay away from the polls. If parties in opposition earnestly desire a test of strength, they must cast about for more exciting issues—the price of pastrami say, or pensions for worn-out hockey players.

If the electorate got a sharp shock, of course, it might lose its complacency. The Conservatives in Parliament may have been shortsighted in fighting so bitterly to put a time limit on the powers of the Minister of Defence Production. It might have been wiser to help rush the bill through the Commons, and pray that the Minister would yield to the temptation to use all those powers. The experience would be painful but purifying.

The Smiling Faces

Communist diplomats were still smiling as they gathered in Geneva for this week's talks among the Big Four. Indeed, the grimaces had become almost a habit. After Khrushchev and Bulganin grinned and gurgled their way through a visit with Yugoslavia's Tito, Molotov and his entourage beamed at Americans all the way from San Francisco to New York. There have been times when the smiles have seemed a little too fixed, something like a Davy Crockett attempt to grin a b'ar to death, but all in all, combined with the more conciliatory talk and actions of the people behind the faces, they have managed to convince a lot of Westerners that the Russians have been preparing for a reasonable settlement.

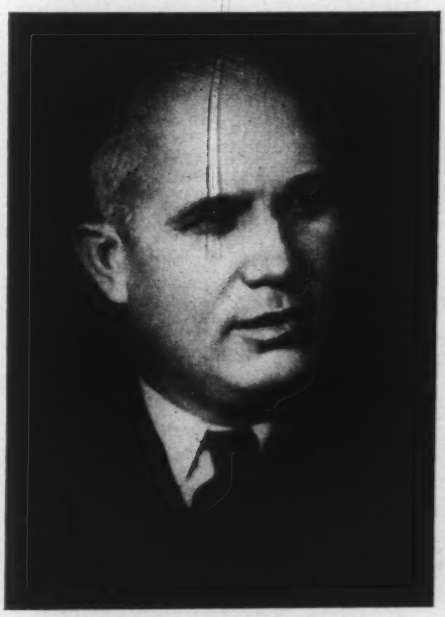


Molotov and Russia's ambassador to the U.S., Georgi Zarubin.

There are some people, however, who must have been shuddering every time they saw the Russians smiling at the "traitors" in Yugoslavia and the "imperialists" in the United States. They are the same people who have been enduring a bad case of the jitters as they waited for the conference in Geneva. They are the leaders of the Soviet satellites.

Life has been difficult enough in the past few months for the satellite straw bosses, with the changes in Soviet foreign policy forcing them to follow new, narrow and uncertain paths. But on top of all this comes the meeting of the Big Four, pregnant with all sorts of hideous possibilities.

They have had to learn that Titoism (for the present, at least) is not heresy but just another road to "Socialism", that Tito himself was more sinned against than sinning, that capitalists are not necessarily Fascists, that West Germans are not so steeped in Nazism that they cannot be invited to the Kremlin. Well, they have had plenty of experience with sudden shifts of direction. The Big Four talks, however, could result in something more serious than a change in the propaganda line. Suppose the Big Four manage to agree on a method for reuniting Germany? Suppose Russia left only token forces in the conquered states, or even removed all troops? Suppose the people in the satellites were given some measure of self-determination? Or even, as the least frightening of the possibilities, Russia confirmed its sudden approval of Titoism? None of these things is close to being a probability, but the situation as the talks opened in Geneva was fluid enough to make the smiles of the Russians seem pretty frightening to their hangers-on.



Khrushchev: No frowns now.

Spirit of Adventure

Things must be rather quiet around Oxford University these days — at least, that's the impression we get from a recent statement by Geoffrey Masefield, a lecturer there. "I get a bit depressed," Mr. Masefield confided to a radio audience a while ago, "by the old men who are always urging the young to develop the far corners of the Commonwealth by showing a 'spirit of adventure'. Adventure is part of a romantic outlook which is outmoded today; outmoded in our art, our poetry, above all in our science, for the civilization we live in is a scientific one." We're not prepared to say, in this far corner of the Commonwealth, how old-fashioned the romantic outlook has become, but we doubt if science has done much to lessen the adventure of living. Hereabouts, merely crossing the street is a project that calls for all the high courage, quick thinking and careful planning that once went into voyages of exploration.

Markets and Resources

One of the tasks assigned to the Royal Commission headed by Walter L. Gordon is an examination of "the prospects for growth and change in domestic and external markets for Canadian products". If the Commission had no other job to do, that would be enough. The terms of reference are so broad that to make an effective report on this one subject, the Commission must first make a survey of Canada's natural resources, because it is on these that the "prospects for growth and change" depend. If the Commission does nothing more, however, than put an end to the pleasant legend that our resources are limitless, it will have done outstanding service.

Far too much has been said and writ-

The Front Page

ten about the "boundless wealth" of Canada. The impression has been deliberately created, here and abroad, that this country is so rich in raw materials that it can never be impoverished. It may be flattering to national pride, but it does not say much for our national common sense.

Canada has been richly endowed by nature, but not so richly that Canadians can be as profligate in the future as they have been in the past without reaching a state of bankruptcy. There are only so many tons of ore and so many gallons of oil in our earth; there are only so many rivers that can be dammed, only so much water that can be used or polluted. Every ton that is extracted means one ton less in the national treasury—it cannot be replaced. Every tree that is cut down without provision being made for its replacement is an entry on the debit side of the ledger.

Canada needs, therefore, an inventory of natural resources, needs to know how fast the stock is being depleted and in what way any unavoidable depletion can best be handled. It is difficult to see how any assessment of "the prospects for growth and change" in markets for Canadian products could be made without such an inventory, since so much of what is exported from Canada goes out in a raw state to be imported later in processed form.

The Commission should be able to determine to what extent we have been living beyond our means—squandering our interest and dipping into our principal. Until this is done, we can talk about our markets with only shallow understanding; the growth and change depend on our husbandry of resources.

Mr. Gordon has shown that he understands the relationship between resources and productivity. If his Commission bases its study on this relationship, its work will be of historic importance.

How to Spot

It's a good thing that the United States First Army has recalled its pamphlet "How to Spot Communists". It might have started a whole new series of "How to" publications—and people have been bruised and bewildered enough by such spurs to self-improvement as "How to Make a Million Breeding Lemmings" and "How to be Happy with a Hangnail". Besides, there are too many examples of the self-improved around who demonstrate only the horrors of unskilled labor. Had the First Army's ingenuous booklet survived the laughter of American newspapermen, it might well have been followed by a splurge of printed matter nagging a dazed public into spotting everything from dowsers to devil-worshippers. The First Army, incidentally, thought Communists could be spotted by their use of such dirty words as book-burning and colonialism—presumably words that are shunned by all red-blooded, 100 per cent capitalists.

That Butter Again

The sale of 300,000 pounds of Canadian butter to Czechoslovakia wasn't much of a deal. It scarcely made a dent in Canada's surplus of between 50 and 60 million pounds of the stuff; it cost the Canadian taxpayers only $45,000, an insignificant sum around Ottawa these days, and a small price to pay to keep dairy farmers from looking for jobs in the city; and it will not make any appreciable difference to the standard of living of Czechoslovakia's 12½ million people. Still, it was enough to get Agriculture Minister Gardiner into a bit of a mess and to reveal the curious inconsistencies of cabinet thinking.

Agriculture Minister Gardiner

Mr. Gardiner's only solution of the problem of butter and other surplus foodstuffs seems to be this: maintain floor prices to support the income of farmers and keep building surpluses until the population of Canada is big enough to consume what the country produces. The only thing wrong with Canadian agriculture, he says, is that there are not enough Canadian mouths; natural increase is too slow a method of making up the deficit, therefore many more people must be persuaded to come here from other lands and help us eat our way back to a sound agricultural economy. But this means a much more vigorous immigration policy, and this rather frightens his colleagues in the cabinet.

Mr. Gardiner does not mind selling Canadian products abroad at much less than the domestic price—the butter goes to Czechoslovakia for 15½ cents less than the 58 cents a pound the Government charges Canadian buyers. But another minister, Dr. J. J. McCann, is sternly opposed to subsidized foreign sales, at least when they are sales by foreigners to Canada; he has fathered a bill to impose special duties on subsidized goods coming into Canada from abroad. It may be, of course, that both Mr. Gardiner and Dr. McCann are united in wishing to help the poor, butterless Czechs, and are willing to forget principle for sweet charity's sake, in which case they are to be commended for not permitting inflexible thinking to stultify their humanitarian impulses.

In the meantime, Mr. Gardiner goes on accumulating surpluses that Canadians can't afford to eat but (in the Government's opinion) can afford to keep in storage or sell at whopping losses. How long he can continue doing this sort of thing is a question the Minister of Agriculture has not yet answered.

Sea-going Jinx

It might be wise for the Federal Government to organize a branch devoted exclusively to the planning, building and docking of ferry boats. In the long run, such a branch would undoubtedly save a good bit of the public's money. A few years ago, for instance, the Government found it had built a ferry boat that could go nowhere—the engines had been forgotten. Now it has built a ferry boat to ply between North Sydney and Port aux Basques, only to find that the vessel is too big for the harbor at Port aux Basques. After two years and several million dollars' worth of work, the harbor will be deep enough to take the ferry. There is no doubt about it: the Government has ferries at the bottom of its garden and must hire the seventh son of a seventh son to get things straightened out.

Scientists' Appeal

Some time ago, Bertrand Russell suggested to Albert Einstein that scientists "do something dramatic" to make the great nations realize the full threat of the hydrogen bomb to human existence. Einstein encouraged him, and Russell went to work. The result of his effort appeared a week ago last Saturday: an appeal by nine scientists to the world's leaders to forswear war. It made headlines in the newspapers, mainly because of Russell's own eminence as a scientist and philosopher. But it was scarcely the dramatic thing that Russell had hoped for. Only nine signed the appeal, others were non-committal or silent. If the scientists hope to persuade the statesmen, they will first have to show more conviction and unity themselves.

'Timber-r-r'

'Just Right'

'Fighters'

The Range of the Camera

THESE prints are award-winners from the seventh National Print Show of the Commercial and Press Photographers' Association of Canada. Charles E. Wilkinson of Editorial Associates, Montreal, took "Timber-r-r" (upper left) with a Rolleicord Camera, using Ansco's Supreme Negative. Max Sauer of Montreal won the Ansco award for the best illustrative picture with "Just Right" (centre). He used a Rolleiflex, Eastman XX and only natural light. David Bier, a staff photographer with the Montreal *Herald* has caught a moment of powerful emotion in his sports picture (upper right). In the print below, Malak of Ottawa contrasts the ingenuity of man's machinery with the elemental forces of nature. The Bier and Malak pictures were taken with a 4x5 Speed Graphic and Graphic View respectively; both used Kodak Super Panchro-Press Type B film.

'Nature's Fireworks'

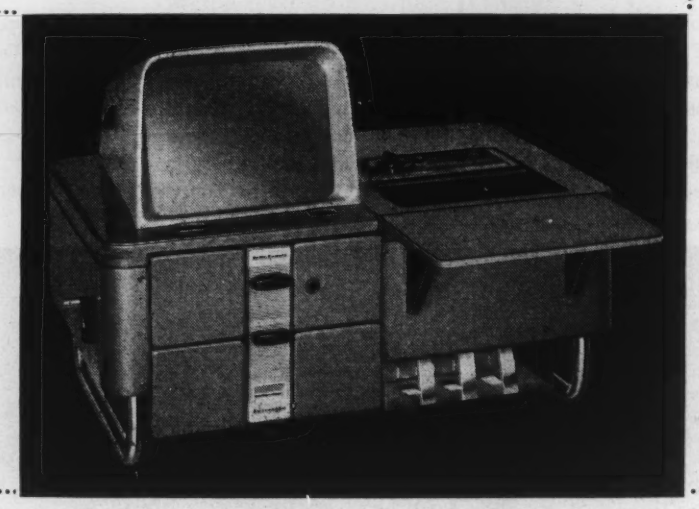
Now! New!
What'll you have?

The NEW Model 205 Microfilm Recorder

For situations in which you want a separate recorder, we recommend this compact equipment. It's actually a Micro-Twin with the Reader removed, thus giving you extra working space.

The Micro-Twin Recorder-Reader

Here is the revolutionary new microfilming machine that has put the penny back into business! Imagine—a recorder and reader in one unit for less than you'd expect to pay for a recorder alone!



The NEW Model 206 Microfilm Reader

For times and places where separate, portable Readers are needed. Weighs only 16 pounds, projects 8-, 16-, or 35-mm. film with same lens and film guide. Image can be completely rotated on screen.

We've got the low-cost answers to your microfilming problems!

If you keep records, here's the greatest microfilming news in years!

Whatever your needs, Burroughs and Bell & Howell bring you a new, modern low-cost line of microfilming equipment to do the job quickly, efficiently and economically. The bellwether, of course, is the marvelous Micro-Twin Recorder-Reader in one unit. And now, to accommodate businesses of every size and nature, we proudly present the new Model 205 Recorder and the new Model 206 Reader.

These units increase your record-keeping efficiency with: *automatic endorsing, automatic feeding, exclusive indexing meter, choice of reduction lenses, notable film economy* and *clear viewing.* Our branch office is listed in your phone book. Burroughs Adding Machine of Canada, Limited. Factory at Windsor, Ont.

Bell & Howell MICROFILM EQUIPMENT — SOLD AND SERVICED BY Burroughs

WHEREVER THERE'S BUSINESS THERE'S

Burroughs

"Burroughs" and "Micro-Twin" are trade-marks

Edward Holmes, Donald Harron, William Shatner, Frederick Valk (Shylock), and Bruno Gerussi in The Merchant of Venice.

Stratford: Firm and Permanent Growth

by Robertson Davies

The Stratford Shakespearean Festival continues to add to its artistic stature. The advances are not spectacular, and perhaps this is something for which the Festival's well-wishers should be grateful; there is, rather, a feeling of firm and permanent growth about this venture, and this growth is in a great measure owing to the continuity of artistic direction.

The Festival was set on a high path by Tyrone Guthrie in its first year and, supported by the governors and the company, he has led it in the upward direction ever since. It would not be good for the Festival or for Dr. Guthrie if he dominated it completely, or if his special style of direction were the only one to be seen there. Therefore it is good news that he will continue to give his invaluable advice and the inspiration of his high artistic principles to the Festival, but that the artistic direction will be in other hands. He has made the clock, and he will always be able to repair it; it is not fair to expect that only he shall wind it.

Part of the winding was done this year by Michael Langham, who produced *Julius Caesar* and produced that difficult play, let it be said at once, with a degree of ingenuity and understanding which would not be matched by more than a handful of directors anywhere in the world today. He came freshly to a stage which is not like any other, and which presents very great difficulties, as well as tremendous opportunities; he vanquished the former, and he seized the latter with a zest and power of imagination which marks him as a director of remarkable gifts. All the faults of the production were attributable to Mr. Langham's great, and ultimately triumphant, struggle with this new stage; he emerged as the unquestionable winner, but there were some wounds on the body of the play.

In parts it was over-produced, and these parts were precisely those in which this three-sided stage, surrounded by an amphitheatre, would challenge a director. To manage big crowds on a proscenium stage, where the perspective is that of a painting or a moving picture, is difficult enough; to solve this problem on a stage which the audience observes from three sides is trebly difficult. To be a master of crowd scenes is one of the marks of a first-rate producer of classical plays; Mr. Langham is such a master, and in the Stratford *Caesar* the crowd scenes and the battles are superb.

Lorne Greene plays Brutus and Lloyd Bochner, Cassius in Michael Langham's ingenious production of Julius Caesar.

Let it be understood now that I speak only of what I saw on the first night, and I dislike first-night judgments. But on the first night that fine actor Lorne Greene gave us a Brutus who was dull and heavy of spirit, when we looked for a noble philosopher. Lloyd Bochner, whom Stratford audiences know to be a player of striking intellectual quality, played Cassius as a petulant neurotic. Surely this is the director's conception, which is not supported by the text?

I am sure that by now Mr. Greene has livened up, and Mr. Bochner has quieted down, but the first-night effect was of men who certainly could not have led a conspiracy to kill the world's master. Only Donald Davis (who had a great advantage in that he has been acting consistently before live audiences all year) was ready to give us his best, and he topped the crowd very ably in the great scene where he harangues the mob. But can we really accept Mr. Davis as "a masquer and a reveller"? Just in order to be thoroughly offensive

Any way you look at it...

You'll enjoy '50'
MILD... SMOOTH

Here's a shaggy dog story with a surprise ending . . . but it's no surprise that Labatt's '50' pleases everyone. For '50' is always every bit as good as it looks. Pour yourself a '50'—savour its fine golden mildness. Here's the lightest and smoothest of all ales—the happier ale that makes *anytime* a *good* time. Enjoy a '50'—soon.

The swing is definitely to
LABATT'S

and like a critic, I suggest that he and Mr. Bochner might have changed parts with great advantage to the play. But the casting, I understand, was not of Mr. Langham's choosing.

Robert Christie gave us a good portrait of the world's master. This was Caesar who had begun to fear his physical infirmities, and to boast. It was a fine stroke of direction to make Caesar's ghost appear not only in Brutus's tent, but at two other critical moments in the play. The production, to sum up, was admirable in the ensemble, but it did not appear to have given enough attention to the individual players who bear the weight of the tragedy.

The production of *King Oedipus,* by Dr. Guthrie, has been altered in some respects, and is now a great realization of one of the world's great tragedies. The part of the doomed King is played by Douglas Campbell, and he brings to it physical and imaginative gifts which were lacking in James Mason, who played it last year. I do not retract anything of the good opinion I expressed of Mr. Mason. He had a darkling, stricken quality which suited Oedipus very well. But his manner of acting is withdrawn and inward, his voice is small, and his demeanor modest. Mr. Campbell gave us the Oedipus who struck down Laius at the crossway, who got the better of the riddling Sphinx, who believed in his luck and dared to the uttermost. He has a robust tenor voice which has a wide variety of tone-color, and he used it, as the Greek actors must have done, to illuminate and enrich the text in a style which was almost operatic. Where Mason made us pity the sufferings of Oedipus, Campbell was able to make us suffer with him. The impact of this performance is very strong, and pity and terror are abroad in the theatre whenever the actor wills it so.

This is a performance of the name-part which lifts up all the other performances with it. As Jocasta, Miss Eleanor Stuart is markedly more moving than she was last year, though her mask is as unhelpful as ever. Eric House, who has taken over the part of the Old Shepherd, is deeply pathetic, and as the man from Corinth, Tony van Bridge is better than Mr. Campbell was last year, because he is more sympathetic and less dominating. The Chorus, after a year of ripening, is what one wishes a Greek chorus to be—the eloquent voice of one's own reflections. We may see better productions of *Oedipus* than this in our time, but we would be fools to count on it.

And thus we arrive at *The Merchant of Venice,* that magical old fairy-tale which, for some perverse reason, many people insist on taking in deadly earnest. The reality of *The Merchant* is the reality which lies at the heart of so many fairy-tales. The play's reality is in the sweet and bittersweet world of high romance.

Take it as a picture of "real life" (as though anyone knew what real life is) and not only is Shylock intolerable, but Portia is a sneaky little quibbler, Bassanio a fortune-hunter, the Duke a forerunner of Mr. Justice Stareleigh, Jessica an ingrate, and Lorenzo, Gratiano and their muddle of friends (whom Stephen Leacock christened Saloonio) are nasty corner-boys whom we should like to kick.

But take it as it very plainly is, and as Dr. Guthrie has directed it, and it is a superb ballet in which the greatest dramatic poet of all time had translated the music and the balletic prancings and caperings on tippy-toe into glorious verse. And in such a production it can be made plain that Antonio loved Bassanio dearly, and was melancholy because he lost him to Portia.

Frederick Valk provides the splendid ground-bass upon which this rich music is founded. His vigorous, direct, immensely passionate Shylock is not the subtle Jew we have sometimes seen; he is the villain of fairy-tale. Yet he wins the sympathy and respect we accord to thorough-paced wickedness, and we are deeply grateful to him for not warping the play out of its shape in order to grab sympathy for himself. Paradoxically, we give him that full sympathy we reserve for those too proud to claim it.

Frances Hyland is an enchanting Portia —the embodiment of grace and wit, and with a most winning modesty in her scenes with Bassanio. Donald Harron gives us most of Bassanio, but he falls short of high romance; he is a gifted comedian, but what we want in Bassanio is the theatre's equivalent of the *danseur noble* in ballet. Gratiano has an easier task and William Shatner makes him a gay dog who is plainly going to be a bore at forty. Helen Burns brings brilliant comic gifts to the part of Nerissa; she and Miss Hyland give us a wonderful demonstration of the high comedy style in acting.

There is no space to pay tribute to ten other good performances, and I must offer this single obeisance to Robert Goodier, Lloyd Bochner, Neil Vipond, Lorne Greene, Ted Follows, William Hutt, Charlotte Schrager, Eric House, Bruno Gerussi and Robert Christie. They will not grudge the space which might have been theirs if I devote it to the work of Tanya Moiseiwitsch, who dressed all three productions with beauty and imagination, and who gave us in *The Merchant* a world of fairy-tale in which there was no hint of storybook sweetness, but instead a creation of color and line and superbly controlled detail which added its own imaginative depth to the play and the acting, and gave substance to this exquisite romantic dream.

by Adrian Liddell Hart

Crisis in Africa

In the last weeks a number of significant events have occurred in Africa. In South Africa, the bitterly controversial bill that enables Premier Strijdom to pack the Senate and thus enact the constitutional changes has become law. In East Africa the Report of the Royal Commission on Land and Population which has been published after more than two years of expert study, passes judgment on the economic and social system, even as a new campaign against the Mau Mau gets under way, following the rejection of an amnesty.

It is, however, in French North Africa that the most critical events have been taking place. In Tunisia, it is true, the grant of limited home rule and the return from French exile of Habib Bourguiba, the moderate leader of the Neo-Destour (Constitution party) have eased the tension. But in Algeria and Morocco the situation is deteriorating in an alarming fashion. The threat of the 2,500 rebels in the Aures mountains and elsewhere in Eastern Algiers aided by the local population is such that a division of troops originally allocated to NATO has been moved to Algeria. "A state of urgency" has been proclaimed. The death roll since last November has risen to 600.

The situation in Algeria is characterized by a constitutional dilemma, for the populous coastal area forms three *departements* of France and no French party will advocate any changes which would deny this "unity". On the other hand no Government dares to carry this integration, which began with the Treaty of Bardo in 1881 and was confirmed by the Organic Statute of Algeria in 1947, to its justifiable conclusion — by giving all these French-Muslim subjects full and equal voting rights. For this would mean that they would soon exercise a decisive influence in the French Parliament itself—possibly in line with the Communists. The Algerian Assembly and local elections are generally considered a form. Some years ago I participated in elections in this "part of France" when units of the Foreign Legion were sent to stand by in the town halls and local barracks with machine guns while the people voted, and even then the native troops were not considered wholly reliable on their own ground.

In Morocco the situation is complicated by the traditional hostility between Arabs and Berbers, which the deposition of Sultan Sidi Mohammed two years ago at the instigation of El Glaoui Pasha intensified. In Casablanca counter-terrorists recently murdered a prominent newspaper publisher and industrialist who had been urging concessions. As a result five French police officials were belatedly arrested for complicity. During the last nine months these counter-terrorists, backed by extremist elements amongst the settlers and including imported gangsters, have been responsible for 80 murders. And no arrests were made. On their side, Arab nationalists of "La Main Noire" and other terrorist groups, claiming to represent the Istiqulal (Independence) movement, are perpetrating an average of 30 outrages a week. The ineffectual French Resident, M. Lacoste, has now been reappointed French Ambassador to Canada. M. Grandval, who succeeds him, is already well-known for his authoritative regime in the Saar.

Morocco, as it stands today with its ancient customs and modern vistas, is

African Spahis maintain constant patrol in the troubled areas of North Africa. French anti-terrorists are also a serious problem.

A boys' residential school • Founded by the Society of Friends • Concerned with the worth and talent of the individual • Offering a full and varied community life • Matriculation and commercial courses • Interviews gladly arranged • Illustrated booklet on request •

HEADMASTER
HARRY M. BEER, B.A.
NEWMARKET, ONT.

FALL TERM OPENS SEPT. 8th

PICKERING COLLEGE

BY APPOINTMENT
SCOTCH WHISKY DISTILLERS
TO THE LATE KING GEORGE VI
WM. SANDERSON & SON LTD. LEITH

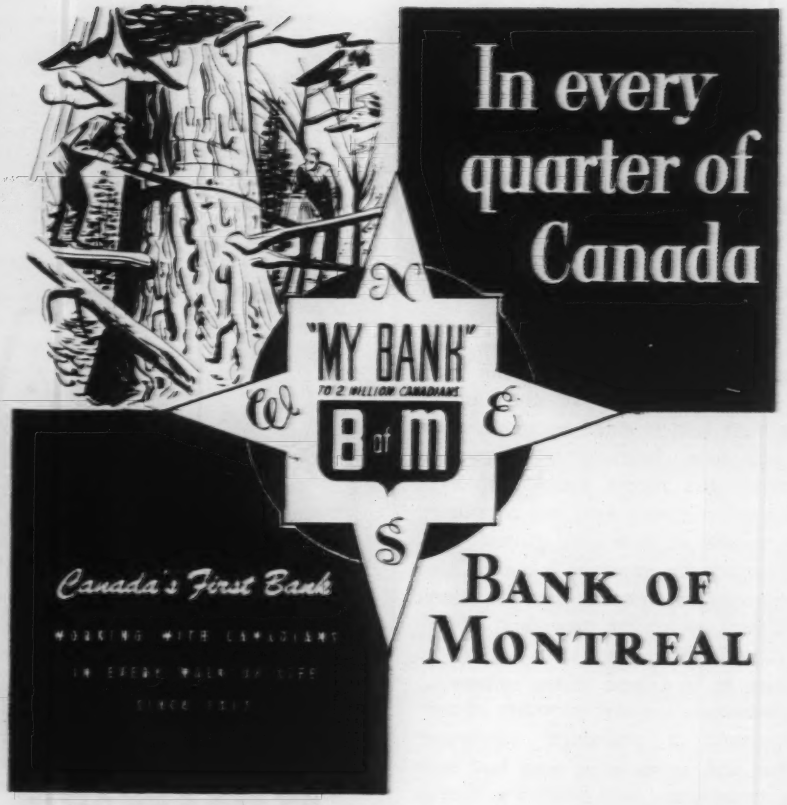
'Quality Tells'

VAT 69

Finest

SCOTCH WHISKY

BOTTLED IN SCOTLAND



Have our communications specialists demonstrate how P.W. Teletype can work for you. Call your nearest telegraph office.

Costly delays and mistakes can be eliminated... heavy inventories, duplicate accounting and warehousing can be reduced when branches are linked via PRIVATE WIRE TELETYPE.

P.W. Teletype cuts costs and improves operations in scores of ways.

CANADIAN NATIONAL — PRIVATE WIRE Teletype SERVICE — CANADIAN PACIFIC

HANDLING MORE THAN 75% OF ALL CANADIAN TELETYPE SERVICE

largely the creation of one extraordinary man who was at once a great administrator and a romantic individualist, a soldier and an artist. Marshal Louis Lyautey set out in 1912 to pacify and build, to restore a petrified society by carefully preserving its forms and reviving its elite, to fuse Moorish civilization and French culture. He was impressed by British methods of indirect rule even while he was supremely conscious of his mission. He relied on his own personality. The tragedy of Morocco and of French policy is that a generation of administrators has been unable or unwilling to adhere to the conceptions and the methods of Lyautey in a changing world. And too often his legend has served to cover up the reactionary policies and inter-racial intrigues of his successors.

Premier Faure is now considering a new plan of administrative reforms and economic assistance for Algeria. But administrative reforms can only bind the country closer to France so long as any concept of autonomy is rejected. And economic aid in the past has largely benefited the settlers. In Morocco, on the other hand, he has announced his intention to taper off direct control. But any transfer of power to the weak and unpopular Sultan, Moulay Arafa, can only provoke the Arab nationalists—and, incidentally, the Spanish who have never recognized his authority in their Zone. On the other hand the Berber pashas and French settlers will not countenance the reinstatement of his predecessor. Meanwhile constant propaganda from Cairo — and the Communist countries—is inciting the Moroccans and Algerians to a national-religious uprising.

The French have invested heavily in North Africa and though the returns so far are relatively small, Morocco, at any rate, holds great economic promise for the future. Over a million and a half Frenchmen are settled in the three territories, while 300,000 Algerian Muslims are living in France, claiming the economic and social rights of Frenchmen and sending money home to their poverty-stricken families. The region is vital to the defence of France and Western Europe, as the last war showed and without it the French feel, with some reason, that they would become a second-rate power even in Europe. For this reason American and British policy towards the French cause in North Africa will have a deep effect on Franco-American relations and the whole NATO system. Premier Faure has already made something of a test case out of the priority sale of U.S. helicopters for use against the rebels. And the French blame the British for letting the rebels in the Auries get supplies through Libya. Amongst the Powers, need for greater co-operation in the defence and development of this patchwork Continent is increasingly obvious.

Ottawa Letter

Heat and Words

By John A. Stevenson

As they tried a variety of devices to halt the organized filibuster of the Progressive Conservatives against the Defence Production bill, ministers must often have regretted that they ever sanctioned the air-conditioning of the House of Commons.

In the good old days, one of Ottawa's sultry heat-waves at the end of June was a tremendous accelerator of Parliament's business, as the stifling atmosphere of the chamber made speech-making a sweating process. But this deterrent to oratory was no longer available to suppress Opposition members convinced that they had an issue of first-rate importance, the claim of Hon. C. D. Howe, Minister of Defence Production, to be invested for an indefinite period with dictatorial authority over the whole national economy. They saw a chance to refute the accusation that they were an ineffective force and they wanted to demonstrate that they were trustworthy guardians of the rights of Parliament.

They were fortified in their attitude by the support of that powerful organ of Liberalism, the *Winnipeg Free Press*, which declared that the bill was a deplorable violation of Liberal principles and demanded its withdrawal.

It is also an open secret that certain members of the Cabinet dislike the sweeping provisions of the bill and would fain have them modified. But Mr. Howe remained adamant against any serious abatement of his powers. Some months ago he suffered a bad rebuff when the Cabinet pronounced against the plan for the Trans-Canada pipeline, which he favored; he felt that his personal prestige was at stake and that any substantial capitulation to the demands of the Opposition would create the impression that he was just an ordinary Minister and not the second most powerful member of the Cabinet.

The Prime Minister, for some curious reason, delayed his intervention in the debate until he was the 70th speaker and he qualified his general support of Mr. Howe's position with the offer of a slender olive branch in the form of an undertaking that the Government would furnish facilities for a full review of the bill at the end of three years. Some of his observations in regard to this promise have been gleefully interpreted by his followers as implying that he would lead them in another election. His concession was scornfully rejected by the Opposition.

There's no mistaking Craven 'A' quality

The world-renowned Craven 'A' are supremely satisfying . . . so cool to the tongue and kind to the throat. Superb in flavour, the delicious mildness of Craven 'A' means unqualified enjoyment—from the world's costliest tobaccos.

The largest selling cork-tip cigarette in the world.

Craven 'A'

will not affect the throat

CRAVEN PLAIN
without cork tip —
same fine quality as Craven 'A'

EXECUTORS AND TRUSTEES FOR OVER HALF A CENTURY

Your Interests Overseas

Our London, England, office has the knowledge, experience and understanding required to handle your Estate, Tax and Investment interests overseas.

THE
ROYAL TRUST
COMPANY

Consult us, or our London office at 3 St. James's Square

OFFICES ACROSS CANADA FROM COAST TO COAST

CAREER OPPORTUNITIES
IN THE
EXTERNAL AFFAIRS DEPARTMENT AT OTTAWA
FOR
UNIVERSITY GRADUATES

WITH A THOROUGH KNOWLEDGE OF ONE OF THE FOLLOWING:

CHINESE AFFAIRS INCLUDING THE CHINESE LANGUAGE: THE SOVIET AREA AND THE RUSSIAN LANGUAGE: THE MIDDLE EASTERN AREA AND THE ARABIC LANGUAGE: INTERNATIONAL ORGANIZATIONS: INTERNATIONAL ECONOMICS: CANADIAN CULTURAL AFFAIRS AND INFORMATION WORK: OR TREATY RESEARCH AND ANALYSIS.

STARTING SALARIES—UP TO $7300
MINIMUM AGE—31 YEARS

FOR DETAILS, WRITE TO
CIVIL SERVICE COMMISSION, OTTAWA
ASK FOR CIRCULAR NO. D90.

UNIVERSITY OF TORONTO
Royal Conservatory of Music
Boyd Neel, Dean
SCHOOL OF MUSIC
Ettore Mazzoleni, Principal
FALL TERM OPENS SEPTEMBER 6
PIANO — VOICE — THEORY — SPEECH ARTS
OPERA — ORCHESTRAL INSTRUMENTS
LOCAL CENTRE EXAMINATIONS
Grade 1 to A.R.C.T.
Write for copies of the Examination Syllabus to:
THE REGISTRAR
Royal Conservatory of Music 72
135 College St. Toronto 2B, Ontario

Persona Grata

Man of Many Parts

Something of the spirit of the actor-managers of the Italian *Commedia Dell' Arte* in the fifteenth and sixteenth centuries seems to have descended on Douglas Campbell in the twentieth. Mr. Campbell is the actor Tyrone Guthrie brought from England to supply a little solidity to the unknown quantity of the Canadians in the first Shakespearean Festival at Stratford three years ago. He returned last summer and stayed in Canada through the winter to bring to cities and towns from Hudson Bay to Lake Ontario what was for many their first look at "live" theatre.

His Italian predecessors were noted for their versatility, for their brilliant, vigorous and audacious characterizations. Often they were family companies with the principal actor married to the female lead.

While comparisons on a broad scale inevitably suffer from over-simplification, many of these same things are true of Douglas Campbell. His acting is bold and vivid; his range is wide; his adaptability is astonishing; his temperament is volatile; he thinks actors must be nomads. He married into what many consider the first family of the English theatre; his wife is Ann Casson, the daughter of Dame Sybil Thorndike and Sir Lewis Casson, sometime director of the Old Vic. Last year when Campbell organized the Canadian Players and took them on tour in Shaw's *Saint Joan*, his wife played the title role.

He doesn't remember the time when he wasn't acting, he says, for he was brought up in a flurry of theatricals, his mother being a keen amateur actress as well as a woman of strongly independent cast of mind, a quality her son has inherited. But it wasn't until he was finished his schooling, that he turned to acting as a profession.

Even then it was second choice. He wanted to paint and tried to be an artist but he wasn't successful and certainly couldn't support himself. He applied to Dr. Guthrie at the Old Vic and was accepted as a sort of general stage-hand. He had a thick Scottish accent—he was born thirty-three years ago in Glasgow—curly, reddish brown hair worn rather long, the stocky body and resilience and bounce of an athlete, a talent for mimicry, a perceptive eye for characterization, a rebellious spirit and a youthful zest. Thus his only formal training began. "The best kind," he says, "work with a good company, under brilliant direction."

Now Marie's days are fun...yours can be, too!

1 In days before TIME-MASTER* came, Marie was in a tizzy • Her boss would call her to dictate when she was wildly busy • Or keep her overtime. Though when her desk was cleared by two he'd never have a thing to write or want or say or do.

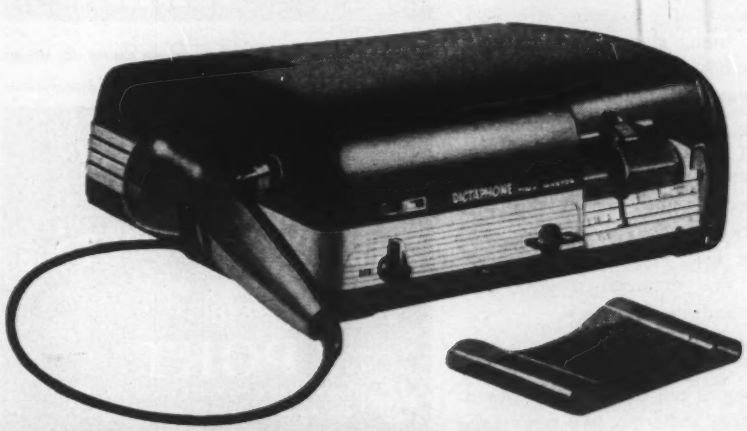
2 Then he discovered Dictaphone TIME-MASTER. Now she's heady with joy, 'cause Boss works when *he* wants. She types when *she* is ready. She doesn't mind hard work, but *needless* pressure now is done • She finds with TIME-MASTER dictation every day is fun.

3 Pick up the mike and think out loud . . . Boss works that easily! • With clear *Dictabelt* recordings, it's as easy for Marie to hear each word her boss has said. Repeat he never need • Marie controls back-spacing, volume, tone and even speed.

4 No pile-up, tie-up, overtime that doesn't *have* to be • TIME-MASTER helps them *both* accomplish more, more rapidly • *You'll* work much easier, maybe see more money in your pay • If you and your boss try dictation this *efficient* way.

*The complete name is Dictaphone TIME-MASTER dictating machine.

DICTAPHONE...FIRST IN SALES AND SERVICE OF DICTATING MACHINES THE WORLD AROUND



DICTAPHONE

TIME-MASTER DICTATING MACHINE

DICTAPHONE CORPORATION LTD., Dept. SN319, 204 Eglinton Ave. E., Toronto, Ont.

☐ Please send me all the facts about how my boss and I can work easier and better with Dictaphone TIME-MASTER.

And don't forget to send, FREE, my copy of *Letter Perfect*—the 84-page secretary's handbook. (Regular price: 50¢.)

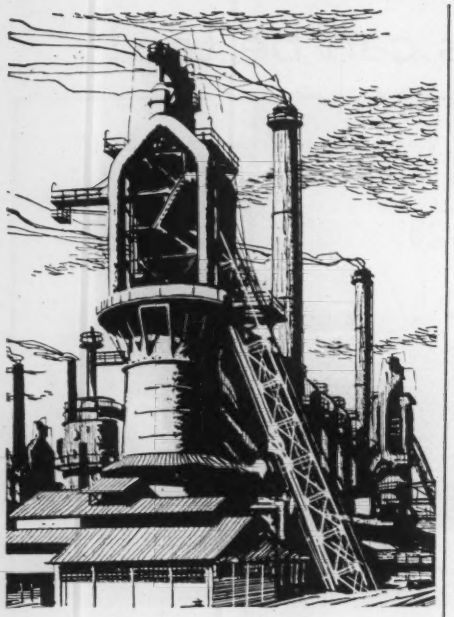
Your name.....

Where you work.....

Street address.....

City & Zone..... **Prov.**.....

DICTAPHONE, TIME-MASTER AND DICTABELT ARE REGISTERED TRADE-MARKS OF DICTAPHONE CORPORATION



An Important Canadian Industry...

The Canadian steel industry has grown from its infancy at the turn of the century until today it is regarded as the backbone of our productive system. To meet the constantly higher demands placed upon it by the broadening Canadian economy the industry is engaged in an expansion program so that it can keep in step with this growth.

As a consumer of iron ore, coke, lime, steel scrap, dolomite, water, fuel and power, the steel industry extends into many of the most important areas of the Canadian economy. Its finished product is the basis for the construction of modern offices and apartment buildings, for the manufacture of locomotives, automobiles, containers, hardware, and countless other items that have become an essential part of Canada's constantly improving standard of living.

There are several kinds of steel companies' securities available to those who believe, as we do, that steel is among the most promising of Canadian industries. We will be glad to discuss the steel industry with you and see how any of these securities would fit into your own investment program.

A. E. Ames & Co.
Limited
Business Established 1889
TORONTO

MONTREAL WINNIPEG VANCOUVER VICTORIA
CALGARY LONDON OTTAWA HAMILTON KITCHENER
OWEN SOUND ST. CATHARINES QUEBEC
NEW YORK BOSTON LONDON, ENG.

The Old Vic Company had been bombed out and, led by Sir Lewis and his wife, was playing wherever it could. Campbell toured with them in *Medea* first through Wales, then England and the outer islands.

In the two previous seasons at Stratford Mr. Campbell has established himself in the minds of those who have seen him play as a superb clown. A lurch and a leer and he conveys the consummate villainy of Parolles in *All's Well* or the cynical bawdiness of Pompey in *Measure for Measure*. But he dislikes being tagged as a comic. He thinks a good actor must be ready and able to play any role. This year he is Casca in *Julius Caesar* and the King in *Oedipus Rex*. His interpretation of this role will come as a jolt to those who think of him as a comedian. Campbell sees *Oedipus* as a play of huge abstractions. Its lines imply so much more than just what the words say. To one who implied a criticism of James Mason's performance, he was quick to point out that it is a mystical piece and that Mason brought this out. He passed his hand in front of his face and suddenly the hazel eyes peering out from behind the spread fingers were not his but Mason's. The gesture was uncanny!

In addition to these two roles, he is directing Stravinsky's *The Soldier's Tale*, the principal work of this years inaugural music festival. Mr. Campbell, who is a pacifist and has been known to refuse to play a soldier's part, sees this as a work full of symbolism. He is determined to bring out the implications of the music and the narration and to give its inverted, twisted ideas as much clarity as possible. To this end he has had a completely literal translation made. He talks about the production, as about everything else that catches his enthusiasm, with directness and fluid gesture. He is opinionated but not dogmatic.

That he can successfully combine acting, managing and directing he demonstrated last year in the production of *Saint Joan*. The play, staged in true roving players' style with the barest essentials of stage equipment, stripped of scenery and with the simplest of costuming (modern dress for the men, slacks and a black jersey for Joan) held audiences spellbound. If it was audacity that took them to Moosonee, it was sheer competence that got them invited to New York for an appearance on "Omnibus", where Campbell directed and played the title role in *Hamlet* for the TV audience and a considerable fee. This last was sorely needed after the financial troubles the company had had in Ontario.

Whether the Campbells will go on with the Canadian Players venture after the Stratford season is not decided yet. Meanwhile, their three children, two boys aged seven and three, and a girl who is five years old, have been living in Stratford, and attending a Canadian public school.

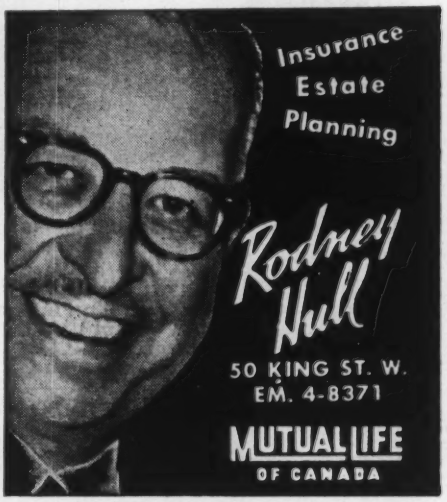
The **LONG** *drink from* **ENGLAND**

Some 100 years ago the bartender of Pimm's Restaurant of London invented a tall drink which he called Pimm's Cup. To this day, the formula for this delectable gin drink is still a secret. Try it — it's the coolest, most refreshing long-iced gin drink you ever tasted.

Send for free recipe booklet to P.O. Box 308, station B, Montreal.

PIMM'S No. 1 CUP
also **PIMM'S No. 5 Cup** (Rye Base)

Produced in Canada under direct supervision of Pimm's Ltd.



KOPKE, *the Port with a tradition*

KOPKE
FULL RICH RUBY DOURO
FOUNDED 1638
OPORTO
PORT
SHIPPED BY C. N. KOPKE & CO. LTD., OPORTO
WINE GROWERS AND SHIPPERS FOR OVER THREE HUNDRED YEARS
PRODUCT OF PORTUGAL
YOU CAN COUNT ON KOPKE'S

Pronounce it "*cop-key*"

The Marketing of Used Cars

by Walter Harris

The used car dealer is as astute as an old-fashioned horse-trader — he has to be, to stay in business.

Last year, approximately 310,000 new cars were sold in Canada. Sales of used cars are in the ratio of three old to one new. Therefore, nearly a million used car trades, some of them admittedly involving the same car two or three times, were made.

The average mark-up a dealer expects is not easy to compute. His overheads, location and turnover have to be taken into account, as with any other business, but it is estimated that the average net profit on a used car sale, trans-Canada, is $28 ($41 in Toronto).

The dealer who sells new cars as well, through an agency, can often give someone desiring to trade a used car for a new one, a real bargain. He may break even, or even lose slightly, on the price he pays for the used car, but he is bridging the gap by the profit that he makes on the new car.

The dealer selling only used cars, or new cars which have been dumped on his lot at cost or less by a new car dealer who needs cash on the books and can rely on making up a deficit at another time, has a different method.

The reputable dealer may have a '53 model car selling for $1,400. A man brings in a '49 car, worth, at resale, $600. The owner of the car wants $800 on a trade-in. The dealer refuses, perhaps suggesting that he try another lot. He knows that a car's value is the same to any dealer, and that his offer is in line with market value. Usually, the customer will trade and the deal is closed. The dealer has bought a car at a price he knows it is worth, and can make a profit on the car's resale; meanwhile, he has made the profit on the '53 car which he probably traded for a '54 a week ago.

Other dealers may offer the potential customer a "real bargain, a thousand for your car". The owner is impressed. What he may not realize is that the dealer, knowing that the '49 car will have to be sold for $1050 or thereabouts, which will mean its remaining on his lot indefinitely at a cost of about $2 per day, calculates his profit on the car to be traded.

Another way of making a profit is to advertise a '53 car at less than its worth. Having attracted would-be customers, the dealer then charges them for accessories that are a "must" with the car, battery, generator, filters, and so on.

A used car market: Nothing depreciates faster than an unsold car.

The dealer knows that the man selling a car does so for a reason. It may be that he wants to trade for a newer car, that he needs ready cash, that he is moving to another part of the country. The reason is the dealer's clue to the profit that can be made on the trade.

In Ontario, the Ontario Highway Act, Amendment 20B, states that a used car must be sold with a certificate of roadworthiness. In other words, such fittings as brakes and headlights must be working properly, though this does not necessarily apply to the motor.

A brake job costs, say $17, a valve job about $60. If a car is brought in needing both a brake and valve job, the borderline dealer can afford to get the brakes done, but not the valves, and still make a profit. He sells the car either to an innocent, or to a hot-rod expert who can do the valve job himself. Either way, he is covered.

Many big dealers make extra profit from financing their sales themselves. They can also afford their own workshops, staffed by skilled mechanics, who can put a lot of value into a used car. Such a car may have cost the dealer $500; reconditioned, it may be worth $1,000.

The customer in Vancouver used to be worse off than the customer in Montreal, when it came to buying cars; until fairly recently, the price differential was high, some cars costing $350 - $400 more out West than in the East. Last year, however, a partial equalization of freight rates went into effect, and today the differential is, at the most, $160. These prices apply to new cars, to which used car sales are naturally related.

Until fairly recently, sales of used cars dropped considerably during the winter. Better winter roads, more extensive snow removal, milder weather and similar factors have improved the situation. Peak sales months are April and May; the poorest is August.

In order that the salesman may have some sort of regular wage, many companies use a commission drawing account system of remuneration, and add a bonus if the salesman's quota is exceeded. Quotas vary, but a sale of a car a day is considered very good, and will bring in an income of $8,000-$10,000 to the salesman who manages to average it.

Rapid turnover is the key to success in the used car business.

Mid-Year Review

At the half-way mark of 1955, Canada's economy is buoyant and expansive. The current resurgence appears to be broadening in scope and the prevailing atmosphere undoubtedly is one of confidence in the future outlook.

A review of many of the factors contributing to present conditions is outlined in our July Bulletin. This issue also contains brief reports on eight selected industries and some investment suggestions.

A complimentary copy of July Bulletin will be mailed upon request.

Ross, Knowles & Co. Ltd.

MEMBERS:
The Toronto Stock Exchange
The Investment Dealers' Association of Canada

25 ADELAIDE ST. W., TORONTO
EMpire 8-1701

For

√ **Growth of Income**
√ **Capital Appreciation**
√ **Income Tax Credit**

Invest in
CANADIAN INVESTMENT FUND
Gives you a proportionate interest in 70-80 first-class investments.
Phone or write for information

A. F. Francis & Company Limited
MEMBER OF:
THE INVESTMENT DEALERS' ASSOCIATION OF CANADA
MONTREAL STOCK EXCHANGE
66 King St. W. TORONTO EMpire 3-0138
Piqott Bldg. HAMILTON JAckson 7-9263

Ask your investment Dealer or Broker for prospectus.

CALVIN BULLOCK
Ltd.

Gold & Dross

Frobisher

Is Frobisher a good speculative investment at the present time? — S. C., Hornsby Island, BC.

Frobisher is a subsidiary of Ventures and in both cases the proposal is to vest the speculative properties in separate companies which would arrange finances for them. This would relieve the parent companies, which would retain producing assets, of financing burdens and might result in a revision of overall market capitalizations. In neither case is market capitalization closely related to break-up values.

One could look for a dominant factor in Frobisher's position to be provided by its interest in a project for developing the water-power resources of Northern BC-Yukon and applying them to metallurgical industries. The Atlin waters comprise one of the few remaining major power sites in North America and the Frobisher group is trying to interest Reynolds Metals as a participant in an examination of Atlin's economic possibilities. Reynolds is a maker of aluminum, which requires cheap power.

Steep Rock

Is Steep Rock a good buy at its present price? Is it likely to increase in price in the next year or two? When do you think it will commence to pay dividends?— R. J., Springhill, NS.

Steep Rock Iron Mines was, until the Aluminum Co. of Canada project at Kitimat, Canada's most glamorous operation and great credit is due that ex-Canadian, Cyrus Eaton, for the part he played in an outstanding engineering achievement.

The stock has already had substantial appreciation, with the latest run apparently reflecting the possibility of dividends next year. But don't be too optimistic about the extent of the dividends. The company is still in debt.

Imperial Chemical

Would you give me an idea of the possibilities of Imperial Chemical Industries Ltd.?—C. H., London, Ont.

Imperial Chemical Industries is one of a group of British stocks to which Canadian investors have begun to pay attention since the majority of domestic issues have appreciated so much in value as to be unattractive to many who analyze values.

American and Canadian chemical stocks

THE SHAWINIGAN WATER AND POWER COMPANY

NOTICE is hereby given that a dividend of fifty cents (50c) per share on the Series "A" 4% Cumulative Redeemable Preferred Shares and a dividend of fifty-six and one quarter cents (56¼c) on the Series "B" 4½% Cumulative Redeemable Preferred Shares of the Company have been declared for the quarter ending September 30, 1955 payable October 2, 1955 to shareholders of record September 2, 1955.

By Order of the Board.

R. R. MERIFIELD,
Secretary.

Montreal, June 27, 1955.

FOREIGN INSURANCE COMPANIES ACT 1932

Certificate of Registry No. C-1580 has been issued authorizing the Aktieselskabet Nordisk Gjenforsikrings Selskab of Copenhagen, Denmark, to transact in Canada the business of Weather Insurance, limited to the insurance of the same property as is insured under a policy of fire insurance of the Company, in addition to Fire Insurance, Inland Transportation Insurance, Personal Property Insurance, Real Property Insurance and, in addition thereto, Civil Commotion Insurance, Earthquake Insurance, Falling Aircraft Insurance, Hail Insurance, Impact by Vehicles Insurance, Limited or Inherent Explosion Insurance, Sprinkler Leakage Insurance, Water Damage Insurance and Windstorm Insurance, limited to the insurance of the same property as is insured under a policy of fire insurance of the company, for which it is already registered, limited to the business of reinsurance only, on the condition that if in the transaction of its business in Canada the company uses an anglicized name, that name shall be "THE NORDISK REINSURANCE COMPANY, LIMITED".

FOREIGN INSURANCE COMPANIES ACT 1932

Certificate of Registry No. C-1593 has been issued authorizing the Assurance-Compagniet Baltica Aktieselskab of Copenhagen, Denmark, to transact in Canada the business of Weather Insurance, limited to the insurance of the same property as is insured under a policy of fire insurance of the company, in addition to Fire Insurance, Inland Transportation Insurance, Personal Property Insurance, Real Property Insurance and, in addition thereto, Civil Commotion Insurance, Earthquake Insurance, Falling Aircraft Insurance, Hail Insurance, Impact by Vehicles Insurance, Limited or Inherent Explosion Insurance, Sprinkler Leakage Insurance, Water Damage Insurance and Windstorm Insurance, limited to the insurance of the same property as is insured under a policy of fire insurance of the company, for which it is already registered, on the condition that if in the transaction of its business in Canada the company uses an anglicized name, that name shall be "BALTICA INSURANCE COMPANY LIMITED".

are commanding prices of 30 to 50 times earnings, but Imperial can be bought on the basis of only 17 times earnings.

In Imperial, the investor gets a fair cross-section of chemical industries plus non-ferrous metals thrown in for good measure. The company's assets have increased 160 per cent in a six-year period and earnings have concurrently risen 223 per cent, but the market for the stock is up only 165 per cent since 1949.

A wholly-owned subsidiary of the company has 82.3 per cent interest in Canadian Industries (1954) Ltd.

Followers of Imperial say that its expansion in recent years has exceeded that of DuPont, to which Imperial ranks second in the world's chemical industry. Certainly, there is a strong growth trend in the industry.

Although not listed on Canadian exchanges, Imperial is listed in London as well as on the American Stock Exchange.

Canadian Javelin

Could you give an analysis of Canadian Javelin and its future prospects?—M. D., Calgary.

Canadian Javelin is said to have secured indications of a substantial deposit of iron ore of good grade at Wabush Lake, some 43 miles from the Quebec North Shore and Labrador Railway from the Hollinger-Labrador deposits to Sept Isles on the St. Lawrence.

Javelin will require a railway to the Quebec North Shore and will also need loading facilities at Sept Isles. The railway would cost a reported $16-$20 million. Javelin would also need a concentrating plant, and there is some possibility of prospective European buyers of the iron ore providing one.

In the absence of definite figures as to capital outlays and operating costs, it is impossible to determine the basis upon which the investor at today's prices for Javelin is buying into the company. The project is contingent upon the market for iron ore being maintained by a continuing rapid tempo of steelmaking.

In Brief

What recommendation would you care to make on Quebec Nickel?—H. W., Oliver, B.C.

Quebec Nickel is highly speculative and should be carried only with stop-loss orders.

While living in Vancouver a few years ago, I bought shares in Columbia Lead & Zinc. I wanted to learn about the stock market. Have I learned the hard way?—G. B., Toronto.

Yes, but don't blame it on Vancouver, although many people there probably made the same error.

Before You Go On Holidays . . .

We suggest that you look over your investment portfolio and see if there is anything requiring attention before you return. Conversion dates, calls for redemption and due dates especially should be checked.

If you haven't the necessary information, send us a list of your securities and we will check them for you.

Upon request, we will also analyze your investment portfolio and have a report ready when you come back. This is one of our complimentary services and we invite you to make use of it.

Wood, Gundy & Company
Limited

Toronto Montreal Winnipeg Vancouver Halifax
Saint John Quebec London, Ont. Hamilton Ottawa
Kitchener Regina Edmonton Calgary Victoria
London, Eng. Chicago New York

W&W EST 1908

We offer complete statistical and analytical service to individuals and institutions.

Watt & Watt

6-8 Jordan Street, Toronto. Em 3-7151

Branch Offices: Fort William, Port Arthur and London, Ontario

Members
Toronto Stock Exchange
Montreal Stock Exchange
Winnipeg Grain Exchange
Investment Dealers Assn. of Canada

Private Wires to
Montreal
New York
Fort William
Port Arthur
London, Ontario
and Buffalo

Affiliate: Watt & Watt Incorporated
70 Pine Street, New York

J. E. GRASETT & CO.

MEMBERS THE TORONTO STOCK EXCHANGE

244 Bay St., EM. 8-4781 — Toronto — 2881 Dundas St. W., RO. 9-1167 Branch

FOREIGN INSURANCE COMPANIES ACT 1932

Certificate of Registry No. C-1581 has been issued authorizing the Christiania Almindelige Forsikrings - Aktieselskap Storebrand of Oslo, Norway, to transact in Canada the business of Weather Insurance, limited to the insurance of the same property as is insured under a policy of fire insurance of the company, in addition to Fire Insurance, Automobile Insurance, Employers' Liability Insurance, Inland Transportation Insurance, Personal Accident Insurance, provided in connection with a policy of automobile insurance insuring against liability for bodily injuries, limited to expenses incurred arising from bodily injuries suffered by driver and passengers and resulting from the ownership or operation of an automobile, Personal Property Insurance, Public Liability Insurance, Real Property Insurance and, in addition thereto, Civil Commotion Insurance, Earthquake Insurance, Falling Aircraft Insurance, Hail Insurance, Impact by Vehicles Insurance, Limited or Inherent Explosion Insurance, Sprinkler Leakage Insurance, Water Damage Insurance and Windstorm Insurance, limited to the insurance of the same property as is insured under a policy of fire insurance of the company, for which it is already registered, on the condition that if in the transaction of its business in Canada the company uses an anglicized name, that name shall be "STOREBRAND INSURANCE COMPANY LIMITED".

FOREIGN INSURANCE COMPANIES ACT 1932

"Certificate of Registry No. C-1596 has been issued authorizing the Union Reinsurance Company of Zurich, Switzerland, to transact in Canada the business of Weather Insurance, limited to the insurance of the same property as is insured under a policy of fire insurance of the company, in addition to Fire Insurance, Automobile Insurance, Employers' Liability Insurance, Inland Transportation Insurance, Personal Accident Insurance, provided in connection with a policy of automobile insurance insuring against liability for bodily injuries, limited to expenses incurred arising from bodily injuries suffered by driver and passengers and resulting from the ownership or operation of an automobile, Personal Property Insurance, Public Liability Insurance, Real Property Insurance and, in addition thereto, Civil Commotion Insurance, Earthquake Insurance, Falling Aircraft Insurance, Hail Insurance, Impact by Vehicles Insurance, Limited or Inherent Explosion Insurance, Sprinkler Leakage Insurance, Water Damage Insurance and Windstorm Insurance, limited to the insurance of the same property as is insured under a policy of fire insurance of the company, for which it is already registered, limited to the business of reinsurance only."

THE CANADIAN BANK OF COMMERCE

DIVIDEND NO. 274

NOTICE is hereby given that a dividend at the rate of thirty cents per fully-paid share on the outstanding Capital Stock of this Bank has been declared for the quarter ending July 31, 1955, payable at the Bank and its branches on August 1, 1955, to shareholders of record at the close of business on June 30, 1955.

Subscribers to new shares are reminded that they will rank for this dividend only in the proportion that the amount paid upon such new shares at the record date of June 30, 1955, bears to the subscription price of $27.

BY ORDER OF THE BOARD

N. J. McKINNON,
General Manager

Toronto, May 27, 1955

Who's Who in Business

Canadian Success Story

The career of John Angus McDougald conforms, at first glance, to the conventions of the North American success-story—from hometown office-boy to millionaire industrialist. What is the most important ingredient for success? "Integrity," the tycoon replies with immediate conviction. The truth, however is not quite so simple. And it is, perhaps, evidence of some personal integrity that he scorns the conventional simplification. "All the talk about self-made men is childish, of course. There is always someone else . . ."

His father was, in fact, a wealthy Toronto financier and like other sons of the well-to-do he attended Upper Canada College and St. Andrew's. Only the attendance in his case became somewhat casual as he began to develop a marked scepticism about the value of formal education—a scepticism which has persisted. He travelled over the States and Europe with a tutor, acquiring a taste for expensive clothes and fast cars —a preference for the best.

John Angus McDougald

It was, therefore, hardly a reflection on his intelligence that he failed his examinations at the age of sixteen. Thereupon he elected to transfer to the office of the late E. R. Wood, then President of Dominion Securities, to whom Mr. McDougald senior had introduced him. He was evidently a superior kind of office-boy, clipping items of interest from the papers for the attention of the President and rising rather rapidly — by the age of twenty — to the position of syndicate manager where he acquired the useful habit of dealing in millions. He was being groomed for success. Nevertheless, a considerable measure of self-discipline must have been acquired by a rich and personable young man with many invitations to distraction. He was also to develop a high degree of resourcefulness. He and some associates, for instance, arranged to build in England and bring to Canada the largest canal-sized oil-tanker on the Great Lakes. It was called "John A. McDougald".

Then came the crash. He went broke on a deal. His family was ruined in the great depression. And by the time he married at the age of twenty-six, he was $10,000 in debt. His wife, Maude Eustace Smith, was a well-known figure skater and for a time they were both skating on very thin ice. "I knew that if I was to continue leading the life I wanted," he remarks with retrospective confidence, "I would just have to earn the money . . ."

In 1945 he formed a fruitful partnership with E. P. Taylor. Today he is one of that small group of Toronto financiers who control an ever-expanding complex of companies. Separate from this is his presidency of the Crown Trust Co.

And with his far-flung interests and connections, he is still constantly on the move—dropping in at Claridge's Hotel for a few days to discuss new ventures in the British Isles, seeing German industrialists about developments in the Rhineland, putting up at Government House in Canberra — he has recently returned from a survey of Australian possibilities. Even his small office in Toronto, with the hunting motifs on the upholstery, has a transient air.

He is now 47. What next? "I don't need to go on earning money," he points out as a plain statement of fact. Nor do the latter-day diversions of many rich men appeal to him—politics, the arts, philanthropy. "I'm no joiner," he says flatly. He claims to have no time for books. He and his wife—they have no children—own a luxuriously-equipped farm near Oriole where he breeds miniature poodles and collects antique sports cars and sporting prints. And here he keeps a magnificent stud with which to indulge his life-long love of the turf.

"Taking over these companies, grooming them and seeing them compete in the open market has a similar satisfaction," he concludes. And so "Bud" McDougald will, no doubt, continue to ride the great Canadian boom.

HOBBS *Good Taste*

in Plate Glass Mirrors

The charm and elegance of traditional design is reflected at its best in Hobbs' handsome Queen Anne mirror. Its diamond bright plate glass with moulded gilt frame creates a lasting mood of gracious and warm hospitality in any room.

See the Queen Anne and other distinctive Hobbs Mirrors at better furniture stores everywhere.

HOBBS MIRRORS
a product of

CPI **CANADIAN PITTSBURGH INDUSTRIES LIMITED**
10 PRICE STREET, TORONTO 5, ONTARIO

MR-530-3

AUG. 26TH
SEPT. 10TH

Fourteen exciting days of fun, features and sparkling entertainment for everyone. See Canada's magnificent exhibits of industry, science, agriculture and the arts. Watch great sports events . . . Laugh on the mile of midway.

DAZZLING EVENING GRANDSTAND SPECTACLE

Fun and entertainment for everyone . . . Climaxed by a gigantic fireworks display

☆STARRING☆

ED SULLIVAN (Toast of the Town) and **MARILYN BELL** (Lady of the Lake)

Top Entertainment . . . Music . . . Comedy . . . Canada's Famed Tri-Services Drill Squad

EXCITING AFTERNOON GRANDSTAND SHOW

Action, excitement and fun for young and old . . . starring

FIRST WEEK: **LASSIE** (World's best-known dog)

SECOND WEEK: **THE FOUR LADS** (Canada's Famed Quartet)

Write now for advance order forms to: CNE, EXHIBITION PARK, TORONTO 2B, CANADA

U.S. NAVY BAND Playing every day on the bandshell	**CANADA'S SPORTS HALL OF FAME**
AVENUE OF THE PROVINCES See the provinces on display	**CROSS THE LAKE SWIM** featuring world famous swimmers
FUN-PACKED MIDWAY Thrill-a-minute Rides... Shows... Games	**SPORTS FOR EVERY FAN, TRACK, FIELD, AQUATIC** Canadian Olympic Training Plan
WORLD'S LARGEST FOOD PRODUCTS BUILDING	**NATIONAL HORSE SHOW** Crack International Riders AUG. 26-27-29-30-31
CANADA'S GREATEST DISPLAY OF ANTIQUE CARS	**WOMEN'S WORLD** Fashions... Food... Furnishings
AGRICULTURE Champion Livestock, Poultry, Dairy Products, Fruit, Vegetables, Dog Shows, Cat Shows	**MUSIC, CHOIRS** square dancing every night under the musical big top

See "Canada's Parade of Progress" at the

CANADIAN NATIONAL EXHIBITION

August 26th, Sept. 10th, 1955, Toronto, Canada

WILLIAM A. HARRIS HIRAM E. McCALLUM

Films

Aspects of Violence

by Mary Lowrey Ross

The movies began with the cops-and-robbers theme, and have flourished ever since on the sound theory that movement plus violence is the best possible basis for popular screen entertainment.

Over the years, however, the cops-and-robbers theme has developed considerably in complexity. *Violent Saturday,* for instance, sets up its opposing sides and arranges its opening moves with the deliberation of a chess player setting up an international match. Every move in the opening sequences is calculated for delayed effect. The bad men ride into town, and you recognize them only by the extra care that is taken to reveal them as good, or relatively harmless, citizens. The town itself is as placid as a mill-pond; but the quiet is ominous, and presently the camera moves in to reveal that the mill-pond itself is swarming with horrid life. The local bank manager (Tom Noonan) is a peeping Tom. The lady-like librarian is a purse-snatcher. The mine owner's son (Richard Egan) is a sodden alcoholic with a nymphomaniac wife. The mine superintendent (Victor Mature) is worried by his fractious little son, who isn't satisfied with father's war record.

The camera takes plenty of time over all this human documentation. Yet with all the care it exercises in weighing and distributing sympathy, the film, up till the final moment, follows faithfully in the traditional cops-and-robbers pattern.

In the final sequence, however, *Violent Saturday* plunges without warning into a field of moral speculation considerably outside any cop-on-the-beat philosophy. The criminals (Stephen McNally, J. Carrol Naish and Lee Marvin) move in on the homestead of an Amish farmer (Ernest Borgnine). Profoundly committed to the principle of non-violence, he steadfastly refuses to take any part in the carnage that follows. Then, with the life of his rescuer at stake, he wildly plunges a pitchfork into the back of the last remaining killer. It is a shattering denouement and for the moment it lasts on the screen it wrenches the whole picture out of the familiar pattern of unspeculative violence.

The Amish incident lingers curiously in the imagination, however. It's a little as though the late Count Leo Tolstoi had been called in as consulting author, had invented a moment of perplexing truth, and had then been overruled by cooler heads.

A wider, safer view ahead

Chevrolet Trucks are the first to bring you a great General Motors' development in visibility, originally introduced in the passenger car field — the Panoramic Windshield. It's one easy way to see that Chevrolet's new Task-Force Trucks are the most modern on the road.

—and any truck without it is behind the times!

It Can't Be a *Modern* Truck without New Panoramic Windshield — New High-Level Ventilation—New Concealed Safety Steps— New Seats and Controls — ALL the Chevrolet Features that make Truck Driving Safer, Easier and More Comfortable Than Ever Before!

New cabs are only the beginning! Everything about the cabs is new and advanced in design. Frames are new and more rugged. Engines are new and so are suspension systems. There have never been trucks before so new and modern in so many ways. Come in and see how a new Task-Force Truck will pay off now on your job — and put you ahead again at trade-in time!

New Chevrolet ***Task-Force*** *Trucks*

A GENERAL MOTORS VALUE CHEVROLET ***CANADA'S NO. 1 TRUCK***

See Your Chevrolet Dealer

EXPORT "A"
FILTER TIP
CIGARETTES

Chess Problem

by 'Centaur'

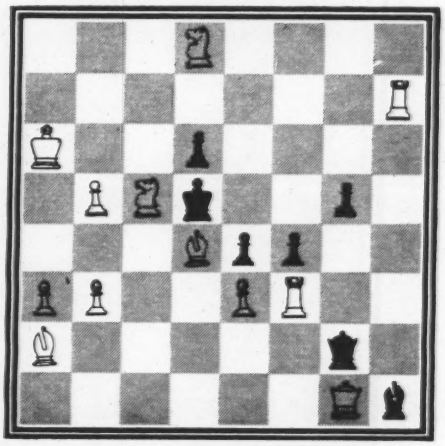
Although the spontaneity and piquancy of the late W. A. Shinkman were best suited to longer problems, he composed some excellent two-movers. Nearly a hundred of them appeared in the volume that represents a part of his huge output, *The Golden Argosy*, a 1929 issue of the Alain White series. Many of the lightweights among these two-movers are real gems, and one is our favorite in this class.

SOLUTION OF PROBLEM NO. 120.

Key-move 1.R-Kt5, threatening 2.RxKt mate. If Kt-B3; 2.Kt-B5 mate. If Kt-B5; 2.Kt-B3 mate. If Kt-Q2; 2.Q-B5 mate. If Kt-B2; 2.BxKt mate. If Kt-Kt3; 2.Kt-Q6 mate. If Kt-Kt5; 2.Q-B4 mate. If Kt-B6; 2.Kt-B2 mate. If KtxKt; 2.PxKt mate.

PROBLEM NO. 121, by W. A. Shinkman.

Black—Seven Pieces.



White—Twelve Pieces.

White mates in two.

Your Life's Work?

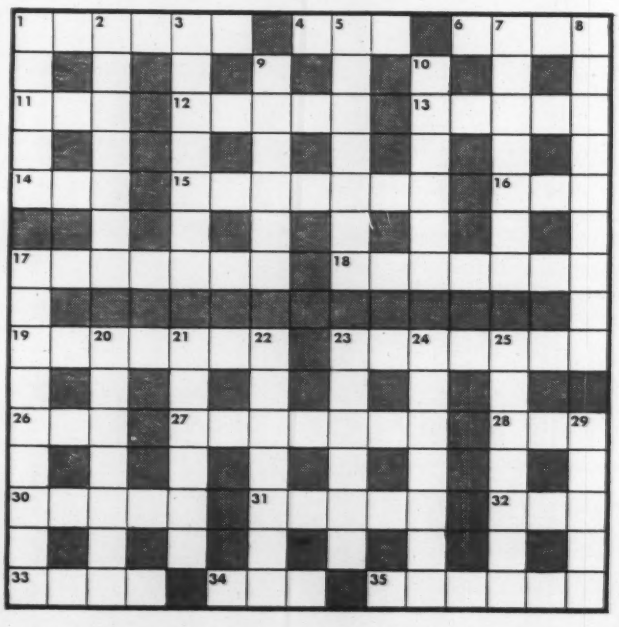
by Louis and Dorothy Crerar

Across

1. See 11.
4. See 33.
6, 9, 22. If this is true— (4,6,2,5)
11, 33, 1, 6. —this, according to Saroyan, should be thirty years. (3,4,2,4,4)
11, 6, 1D, 29. But isn't he often almost the death of the hostess. (3,4,2,3,5)
11, 14. Surprisingly this preceded the affair of Graham Greene. (3,3)
12. See 21.
13. Artist or pen painter. (5)
14. See 11.
15. First means of identification? (7)
16. Just enough, to a T, to make one of those English puddings. (3)
17. Goodness no! (7)
18. A Peck of Pope. (7)
19. Dinner is savory because of her appearance, in the Merchant of Venice. (7)
23. Join the harvester? (7)
26. Foreign noble returned what the cow chewed. (3)
27. To make these one must take the rest off around here. (7)
28. But it won't upset the waiter! (3)
30. See 33.
31. Hen or heron can both adapt themselves to the water. (5)
32. What makes the wild boar dip its tail? (3)
33, 4, 30, 2 p.m., 2 p.m., for example. (4,3,5)
34. See 21.
35. Attractive to the 34, in moderation? (6)

Down

1. See 11.
2. If you give up the editor will finish it. (7)
3. The wine comes down from its broken cask, perhaps. (7)
5. Engine is ..... "D" to become reassembled. (7)
7. The imp has to drop an H to make this. (7)
8. G.I. Joes' mouthpiece who shared the fate of many a G.I. Joe. (5,4)
9. See 6.
10. Chinese help is not so hot, that is it appears so. (6)
17. Suggests it might blow your savings? (4,5)
20. Miracle? Not exactly! (7)
21. 34, 12. Agreement reached by an optical allusion. (6,3,2,3)
22. See 6.
23. The vehicle appears to be good in France on paper. (6)
24. It's a body he needs, by the sound of it. (7)
25. Start an introduction with it when sung in church. (7)
29. See 11.



SOLUTION TO LAST PUZZLE

Across

1. Grandma Moses
10. Rider
11. Robin
12. Mar
13. Diaz
14. Willow
15. Vie
17. Act of God
18. Octroi
20. Igloos
22. Ashenden
25. Nom
26. Donors
27, 16. Cape of Good Hope
29, 28. Ageless
30. Orion
31. Easel
32. The seven seas

Down

2. Radiant
3. Norn
4. Myrmidon
5. Mobile
6. Sandwiches
7. Samovar
8. Graduation day
9. Artesian wells
16. See 27.
19. Estrange
21. Lambent
23. Dead Sea
24. Entice
28. See 29

(369)

By Appointment
Gin Distillers to the late King George VI
Booth's Distilleries Limited

BOOTH'S
HOUSE
OF
LORDS
Finest
DRY GIN
Definitely Superior!
BOOTH'S DISTILLERIES LTD. LONDON, ENGLAND

82-2

"There's no such thing as luck," said Goldie

"SKILL WINS EVERY TIME," said Goldie as he took the game. Consider *Molson's Golden Ale.*"

"You mean Molson's left nothing to chance?" suggested Goldie's opponent.

"I'll explain," said Goldie quietly. "Before the first label was put on a bottle thousands of ale drinkers were asked to describe an ideal brew. *Molson's Golden* is the perfect answer."

"Describe it!" challenged his opponent.

"Gladly," said the friendly lion, "I'd say it has a golden *brilliance*, is *lighter*, and that it flows *smoothly* over the delighted tongue."

"Tell me more!" exclaimed his fascinated friend.

"The brilliance you can see," said Goldie, "the lightness you can taste — ah, but the smooth delight is an experience! I suggest we put it to the test."

• • •

Have *you* discovered *Molson's Golden Ale?* You'll find it's *less filling* — "light as a feather", yet alive with all the zest and authority of a traditional brew. Like it light? Then choose Molson's Golden! Flavour conscious? Let the Molson's Golden Ale lion be your guide.

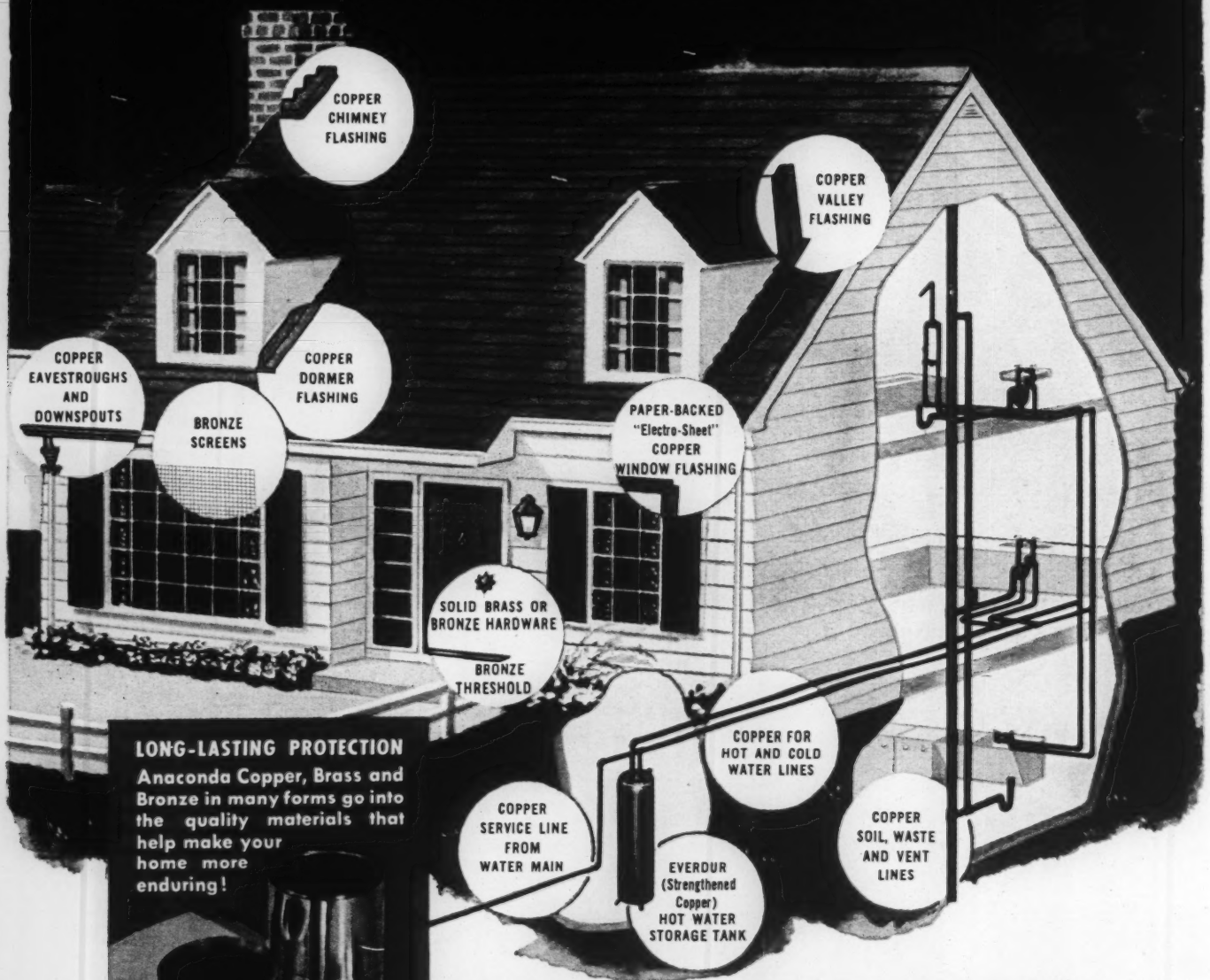
Molson's GOLDEN ALE

MOLSON'S GOLDEN ALE

ANACONDA COPPER

protects your home

increases its re-sale value


COPPER CHIMNEY FLASHING
COPPER VALLEY FLASHING
COPPER EAVESTROUGHS AND DOWNSPOUTS
BRONZE SCREENS
COPPER DORMER FLASHING
PAPER-BACKED "Electro-Sheet" COPPER WINDOW FLASHING
SOLID BRASS OR BRONZE HARDWARE
BRONZE THRESHOLD
COPPER FOR HOT AND COLD WATER LINES
COPPER SERVICE LINE FROM WATER MAIN
EVERDUR (Strengthened Copper) HOT WATER STORAGE TANK
COPPER SOIL, WASTE AND VENT LINES

LONG-LASTING PROTECTION

Anaconda Copper, Brass and Bronze in many forms go into the quality materials that help make your home more enduring!

One of those important "extras" that more people look for when buying a new home is its "Copper Content"! They know that copper outlives ordinary metals because it resists corrosion and cannot rust. In terms of happy home ownership that means enduring service with lower maintenance costs. In terms of sound investment it means continuing protection plus quicker turnover and higher re-sale value. The Anaconda "copper content" of a modest, modern home is indicated in the above illustration.

ANACONDA

FIRST in Canada for Copper, Brass and Bronze

ANACONDA AMERICAN BRASS LIMITED

MAIN OFFICE AND PLANT:
NEW TORONTO, ONTARIO

MONTREAL OFFICE:
939 DOMINION SQUARE BUILDING

Books

How Not To Write a Book

by Robertson Davies

It is often said that dog does not eat dog. But it is not true. I have myself seen a dog making a hearty meal on the carcass of a fallen comrade, looking just as sweetly noble the while as if it were sitting for its portrait by Landseer. As often, and with about as much justification, it is said that critic does not knock critic. The case of Walter Kerr affords an illustration; he is the drama critic of the New York *Herald Tribune* and he has written a book called *How Not To Write A Play;* several American book critics, who are obviously not the kind of dogs who eat dog, have praised it extravagantly; I can only conclude that they know nothing and care nothing about writing plays, or that they assume that a book by another sort of critic must necessarily be good. Anyhow, they have boosted this book, and urged it upon playwrights.

I think that a playwright who reads it should do so with caution, remembering that Mr. Kerr used to be a teacher in the Department of Speech and Drama at Catholic University of America, and like most such teachers he is long on theory and short on practice. But unlike many teachers he is no scholar.

Playwrights are an abused race in the U.S.A. today. The belief has become widespread that they do not know their job, that they never submit a play to a management in a form in which it is ready for the stage, and that their knowledge of the theatre is greatly inferior to that of everyone else employed in it, including the stage-doorman. While these hard words may apply to some beginners who have achieved production by a fluke, it can hardly apply to all American playwrights, or all the Englishmen whose plays appear on Broadway. But the New York critics, in some cases, have become so accustomed to the idea that no playwright knows his job, that they apply that judgment retroactively, and declare that the great playwrights of the past did not know their jobs, either. If a performance of Shakespeare or Ibsen or Shaw or Chekov or Wilde fails to please these bored, flaccid men, the fault seldom is attributed to the actors or the director; it is always the playwright who is at fault. Mr. Kerr has written a book to blast the playwright out of the rut in which he seems sunk at present.

There is much in this book which any playwright or lover of the theatre may read with profit. But it is expressed with a dogmatic vehemence which would only be endurable if the author were a genius of widely acknowledged authority. Mr. Kerr is not in this class, and this book is not going to put him there. It is a splendid example of how not to write a book.

Mr. Kerr is a cultural name-dropper. Now a name-dropper, as we all know, is one who claims greater acquaintance with important people than he can justify. And when Mr. Kerr speaks of Fletcher's "graceful but empty gestures", and of Webster's "feverish thrashings", and says that Euripides "all but burns the Attic house down in the violence of his attempts to restore a dying dynamic" he is just a name-dropping teacher in a drama course, impressing students who are not going to study Fletcher, Webster or Euripides as these masters deserve, but who must be able to say something knowing about them at examination time.

He can dish out praise, too, as when he says that "Chaplin is the finest theatrical artist to have appeared in our time"; this also is the kind of thing students like, but what does it mean? Is it as a pantomimist that Chaplin excels? It cannot be as a writer, for Chaplin's scenarios contain some embarrassing passages of nonsense, like the last speech in *The Dictator.* And why, in a book about plays, drag in a man who has never written a play, and

Margaret Leighton and Sir Laurence Olivier in Chekov's Uncle Vanya.

Ontario Ladies' College

WHITBY, ONTARIO

Residential and Day School for Girls. Grades I-XIII and Vocational. Valuable entrance scholarships.

Full information about the new Semester plan may be obtained by writing for the Prospectus.

REV. S. L. OSBORNE, B.A., B.D., Mus.D., Th.D.
Principal

65-2

TRAVEL With... Cash's WOVEN NAMES

To Avoid Loss!

Camp—Cottage—Train—Bus—Boat... wherever you go, and however you go, mark all clothing and belongings, for positive identification.

ORDER EARLY - FROM YOUR DEALER, OR

Cash's — Belleville 18 Ontario

CASH'S NAMES 3 doz. $1.80, 6 doz. $2.40, 9 doz. $3.00, 12 doz. $3.50, NO-SO CEMENT per tube 35c

A good envelope is well received . . .

National Paper Goods Ltd.
144-158 Queen St. North
Hamilton, Ontario

We still make the best envelopes

ALSO LOCATED IN

Halifax · Montreal · Toronto
Winnipeg · Vancouver

NOW THEY HAVE FERGUSON TRACTORS *in Shangri-La!*

There's a new sound in the picturesque land of Tibet beyond the Himalayas—the power-song of a tractor's engine. It's a strange and wonderful sound to the Tibetans who for centuries have worked the land with plodding, shaggy-haired yaks.

Tractors are at work on the high plateaus of Tibet today because an enterprising Ferguson dealer believed progress could be sold—even in so remote and inaccessible a land. So he took the tractors apart at his dealership in northern India, packed them piece by piece into wooden crates, and transported them over the mountains by mule train.

Modern agricultural knowledge and farming techniques are being extended by Massey-Harris-Ferguson, as in Tibet, to a great many faraway lands, for progress *can* be sold. Business done by the company in 142 countries throughout the world creates a volume of production resulting in lower manufacturing costs. This helps Massey-Harris-Ferguson to maintain the selling prices of its products at a low level of increase.

Moreover, a large part of the company's earnings from trade in other parts of the world is spent in Canada for labour, materials and services—for the greater prosperity of *all* Canadians.

Massey-Harris-Ferguson

LIMITED

Toronto, Canada

has not acted in one (a play as opposed to a film) for forty years? It cannot be as a great speaker of verse or prose, for Chaplin has a very ordinary voice. Such a statement might pass if it were not in a passage which Mr. Kerr follows with the self-honoring statement—"These are all home truths". They are not. They are just bad rhetoric.

Mr. Kerr is very severe with Chekov. He says that he has never been popular. "A difficult prestige dramatist in his own country, an Arts theatre admiration in London, he is almost without peer in his power to chill American audiences." In proof of this Mr. Kerr adduces a production of *The Three Sisters* in 1941, which he calls "a supreme effort", with Katharine Cornell, Judith Anderson, Ruth Gordon, Dennis King and Edmund Gwenn in the company. It was a failure in New York, so Chekov must be at fault. But would anyone who saw Michel St. Denis's production of this great play in London before the war call the New York production "a supreme effort"?

Mr. Kerr is up to the old trick of the New York critic — making broad condemnatory judgments on the basis of narrow experience in a city which has not, for fifty years, been famous for its power to present the classics of the theatre with taste, understanding, or thoroughly adequate acting.

Mr. Kerr will not even stick to facts. He says that when the Old Vic company visited New York in 1948 (it was really 1946, as I know from my own program) and played *Uncle Vanya*, it was a disaster. If so, it was a disaster which played to full houses in a large theatre, and on one occasion when I was able to get in, this disaster moved the audience to tears. But Mr. Kerr is so wildly inaccurate that we can only conclude that he writes from inner illumination, rather than from easily verified facts. He speaks of Vanya as "an old man", when he could have gone to his bookshelves and discovered very easily that Vanya is forty-seven. Details, you say? But has a critic no concern with details? Like any other drudge it becomes him, before all things, to be accurate.

It is the loud, confident tone in which Mr. Kerr makes his blunders which raises the hackles of the careful reader. And it may be said in passing that his inaccuracies are not smoothed over by the bad proof-reading which has become almost the trademark of his publishers. What he has written is a book of opinions about modern plays. Where he could have persuaded us by reason and modesty he has chosen to bamboozle us with inaccurate facts and mock-profundities. He thinks *The London Merchant* was written in 1831, whereas it was written in 1731; he has made a mistake in a date which he must have looked up, and looked up care-

TO INTRODUCE YOU TO AN EXCITING MUSICAL EXPERIENCE, YOU'RE INVITED TO ACCEPT

10 ALL-TIME GREAT JAZZ CLASSICS $1.00

Not $1 each—but ALL TEN for $1

Featuring such classics as "Jelly Roll Blues," "Honeysuckle Rose," "Basin St. Blues," etc.

Long Playing

COLEMAN HAWKINS
KING OF THE TENOR SAX
ART TATUM
GENIUS OF THE KEYBOARD
EDDIE CONDON
AND HIS DIXIELAND GUITAR
SIDNEY BECHET
NEW ORLEANS' GREATEST SOPRANO SAX
ERROLL GARNER
WORLD'S MOST POPULAR JAZZ PIANIST
DIZZY GILLESPIE
DAZZLING "BOP" TRUMPET
TEDDY WILSON
DEAN OF "SWING" PIANISTS
PEE WEE RUSSELL
THE CLARINET IN CHICAGO STYLE
JACK TEAGARDEN
MAN WHO PLAYS THE BLUE TROMBONE
CHARLIE PARKER
THE FABULOUS "BIRD" ON ALTO SAX
...AND DOZENS OF OTHER "GREATS"!

SEND NO MONEY! NO STRINGS ATTACHED!

A TREASURY OF JAZZ PERFORMANCES, COVERING EVERY JAZZ ERA

Take ALL TEN of these "all-time great" jazz masterpieces for a FREE audition—without risking a penny! After 5 days if you decide to keep them send —not $1 each, but just $1 for all ten!

We make this amazing offer to show you the quality of Jazztone Society recordings, obtainable nowhere else. Every jazz era and style, virtually the whole history of jazz can be traced in the wide range of these selections. But only by hearing these dazzling recorded performances can you appreciate their technical and artistic excellence, their wonderful high fidelity.

How the Jazztone Society Operates

You are not obligated ever to buy another record from us. You do have the right to try—without paying a penny in advance—any of the Society's monthly selections. These are described to you in advance, and only those you want are sent for a FREE trial.

AFTER 5 days the records you decide to keep are billed to you at the special Member's low price of just $2.95, plus a few cents for shipping, per 12" long-playing disc. (average playing time one full hour). A saving of over 40% off the usual retail price! Start your jazz library with these 10 Jazz classics for only $1. This offer may soon be withdrawn. So mail coupon — without money—NOW!

FREE! Fascinating, comprehensive treatise on Jazz, by a leading authority.

The Jazztone Society, Dept. SN-7
105 Bond Street, Toronto 2, Ont.

Send me the 10 Jazz Classics for a FREE trial. Enroll me as a Trial Member. After 5 days I will send only $1, or return them. Privileges: No purchase obligation ever! Advance notice of releases. 5-day free trial on any discs. I may reject records before or after receipt; may cancel membership at any time. For future l.p. discs I keep, I'll pay only $2.95, plus shipping . . . saving 40% off the usual retail price! LIMIT: One sample package per customer.

Name .....

Address .....

City ..... Zone ..... Prov. .....

By Appointment
Gin Distillers
To the Late King George VI
Tanqueray, Gordon & Co. Ltd.

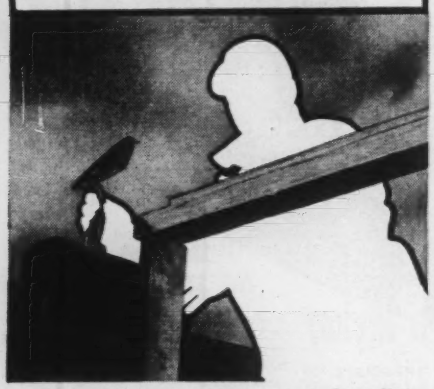
there's no gin like Gordon's

IMPORTED FROM LONDON, ENGLAND

AVAILABLE IN VARIOUS BOTTLE SIZES

T5K

A MAN'S ale



"A job like mine takes it out of you"

with BODY in it

"But Labatt's IPA puts it right back in," *says Stanley Cannon, Willowdale, Ont.*

You know it yourself—there are times when only a man-size ale can satisfy your craving for a *real* man's drink. That's the time to reach for IPA . . . the man's ale with *real* body and flavour to it. A man-size taste in ales calls for Labatt's IPA—bricklayer Stan Cannon knows it. You should get to know it, too.

Find out about IPA . . . *the ale that satisfies the man in you!* Enjoy IPA the next time you're in your favourite hotel or tavern, or when you order ale for your home. Start enjoying the ale with body . . . flavour . . . *ZEST!* The man's ale—IPA!

The swing is definitely to

LABATT'S

lessly; but two pages after this error—which could be overlooked—he uses his misinformation to deduce that another play was written twenty years after *The London Merchant,* instead of 120 years later. These quagmires of sloppy scholarship turn up too often in his book. God pity the poor wretches at Catholic University of America in Professor Kerr's day!

It is a great shame that this book has been so badly written that it discredits itself, for it has some good things to say. Mr. Kerr believes, and I agree in part, that modern playwrights are too much under the influence of Ibsen and Chekov. He thinks that the theatre wants greater freedom, and that those who can do so might well turn to writing in verse, or at least a prose less poverty-stricken than is now fashionable in domestic comedy. He thinks the tough-guy school of drama has run its course. All of this is interesting and provokes thought. It could all have been said in a 1,500 word article in *Theatre Arts;* it should not have been blown up to book size, and bedizened with paste jewels.

Mr. Kerr and his wife are now busily writing the book for a forthcoming musical comedy. Stop those graceful but empty gestures, Fletcher! Go easy with your feverish thrashings, Webster! Kerr is coming to restore a dying dynamic.

How Not to Write a Play, by Walter Kerr —pp. 244—*Simon & Schuster*—$4.25.

Puzzler

by J. A. H. Hunter

There must be a previous letter on its way, bogged down in our postal service. For the first news I had of Bill's marriage was in a letter today; and there he mentions his wife so casually that he doesn't even give her name. He writes from Vancouver, where they seem to have met two other couples with the same interest in art. Most of this letter is devoted to describing a sale of pictures which they all attended. It's in that that he gives the names of the three girls and of the men, but there's no hint as to which girl is Mrs. Bill. Each of the six, he says, bought as many pictures as the number of dollars he or she spent per picture: and each man spent exactly forty-eight dollars more than his wife. Sounds as if they went a bit wild at the sale. Bill's always a one for details, and he goes on to say that he bought nine pictures more than Betty, and Ben seven more than Sal. Gwen, the third girl, landed what they hope may be a Vermeer; but it's not very likely at that price. So that's all he tells about the girls, and now I'm waiting for the missing letter. Can you figure out the name of his wife?

Answer on Page 42.

FOREIGN INSURANCE COMPANIES ACT 1932

Certificate of Registry No. C-1584 has been issued authorizing the Universal Reinsurance Company Limited of Amsterdam, Holland, to transact in Canada the business of Weather Insurance, limited to the insurance of the same property as is insured under a policy of fire insurance of the company, in addition to Fire Insurance, Automobile Insurance, Employers' Liability Insurance, Inland Transportation Insurance, Personal Accident Insurance, provided in connection with a policy of automobile insurance insuring against liability for bodily injuries, limited to expenses incurred arising from bodily injuries, suffered by driver and passengers and resulting from the ownership or operation of an automobile, Personal Property Insurance, Public Liability Insurance, Real Property Insurance and, in addition thereto, Civil Commotion Insurance, Earthquake Insurance, Falling Aircraft Insurance, Hail Insurance, Impact by Vehicles Insurance, Limited or Inherent Explosion Insurance, Sprinkler Leakage Insurance, Water Damage Insurance and Windstorm Insurance, limited to the insurance of the same property as is insured under a policy of fire insurance of the company, for which it is already registered, limited to the business of reinsurance only.

THE SHAWINIGAN WATER AND POWER COMPANY

Dividend Number 192

NOTICE is hereby given that a dividend of thirty cents (30c) per share has been declared on the no par value common shares of the Company for the quarter ending June 30, 1955 payable August 25, 1955 to shareholders of record July 15, 1955.

By Order of the Board,
R. R. MERIFIELD,
Secretary.

Montreal, June 27, 1955.

Canadian and British Insurance Companies Act 1932

Certificate of Registry No. C-1582 has been issued authorizing The Victory Insurance Company Limited of London, England, to transact in Canada the business of Weather Insurance, limited to the insurance of the same property as is insured under a policy of fire insurance of the company, in addition to Fire Insurance, Accident Insurance, Automobile Insurance, Explosion Insurance, Inland Transportation Insurance, Personal Property Insurance, Plate Glass Insurance, Real Property Insurance, Sickness Insurance, Sprinkler Leakage Insurance, Theft Insurance, Windstorm Insurance and in addition thereto, Earthquake Insurance, Falling Aircraft Insurance, Hail Insurance, Impact by Vehicles Insurance and Water Damage Insurance, limited to the insurance of the same property as is insured under a policy of fire insurance of the company, for which it is already registered.

Three-year-old Edward Shaiman may not have taken a perfect picture with his Brownie, but he made a fine subject for Douglas Gall of Newton Associates, Ottawa. Many enthusiasts have had their first photographic thrill when, as a youngster with a cheap camera, they shot such a scene.

Photography: the Amateur

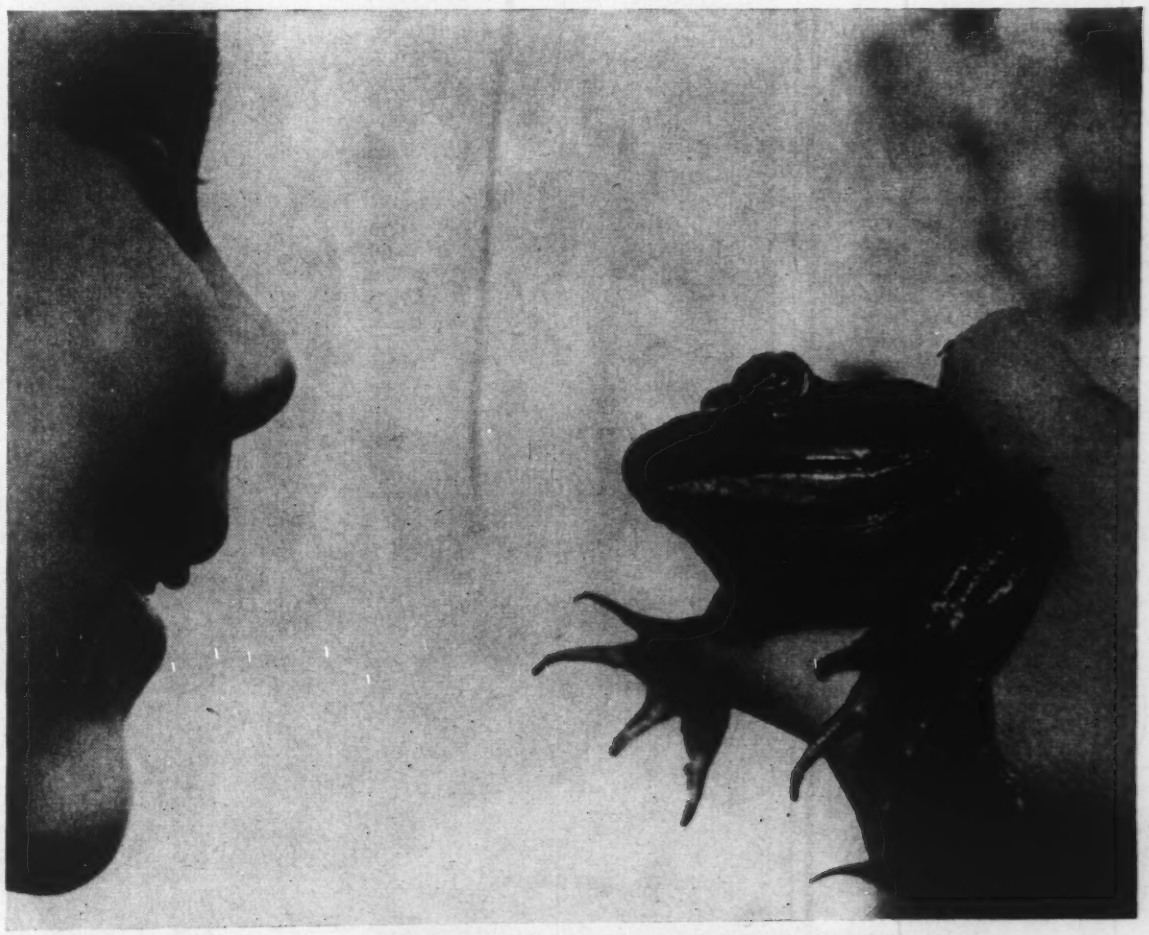
SUCCESSFUL photography begins with the question, "Why am I taking this picture?"

Is it one of a series of pictures taken over a period of years, during which you are keeping a record of your family growing up? Is it part of a color slide story, a travelogue of a vacation trip? Do you merely require the picture for an illustration? Does it have some historical significance?

Ask yourself before you release the shutter. The point is that every picture should be part of a project or plan. You should have some definite reason for wanting to take it. It should have something to say, either in its own right, or as part of a continuous story.

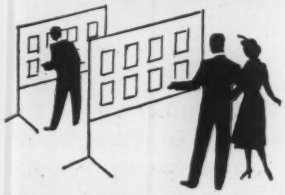
Photography is a personal concern. Your pictures should contain something that is a reflection of your own creative thinking. Your landscape or marine picture should have something in it which is your interpretation of the beauty of nature. Your picture of a man, woman or child should reveal some aspect of their character, as you see it.

A camera lens is a scientific glass eye which sees and records on film what you, the photographer, see with your hu-



'Let Me Live' by Horst A. Lieder.

MORE AWARD-WINNING PRINTS ARE MADE ON GEVAERT ENLARGING PAPERS



Keen camera club amateurs as well as professional photographers are discovering that prints made on Gevaert papers are better. Many an honored place in photographic salons has been gained because the exhibitor has seen the wisdom of changing to Gevaert.

For the finest enlargements try

- **GEVALUXE**— the world's foremost prestige paper—a fast bromide paper with fabric-like "nap" surface rendering velvet-rich blacks with brilliant gradation.
- **ARTEX** — a chloro-bromide warm-tone enlarging paper with brilliant gradation and wide latitude in exposure.
- **GEVATONE** — chloro-bromide type, slightly warmer in tone than Artex; suitable for selenium toning.
- **TONEX** — a slow enlarging paper yielding warm black tones in metol-hydroquinone; brown-black to red-brown tones in glycin-hydroquinone; sepia tones by direct toning in Gevaert's Vittol.
- **NOVABROM**—a fast bromide paper, regarded as the standard enlarging paper in many of the world's darkrooms.

Order through your photo dealer, or from

GEVAERT (CANADA) LIMITED,
345 Adelaide St. W., Toronto, Ont.
Branches: Montreal, Vancouver.

For better results
SAY "GAVE-ART"

man eye. But it cannot think. It has no brain. You must do the thinking for it, before you shoot.

Camera Clubs: Canada's first camera club was conceived in the Gentleman's Parlor of the old Queen's Hotel, on the site where the Royal York now stands.

Saint Patrick's Day it was, in the year 1888. A group of 25 photo enthusiasts ordered themselves a keg of beer, some crackers, cheese and onions. They discussed, then adopted a motion by Toronto's Mayor McMurrich, to form the Toronto Amateur Photographic Association.

Others interested in the camera hobby thought likewise. In 1893, the Montreal Camera Club set up equipment and darkrooms on the Victoria Street premises of William Notman and Son, who in 1856 had founded one of the first professional studios on the North American continent.

Small groups of amateurs formed clubs in many of the larger cities across Canada, and the membership was exclusively male. Monochrome photography, with its darkroom routines, flash powders and chemical solutions remained almost entirely a man's hobby and profession until the second decade of the 20th century.

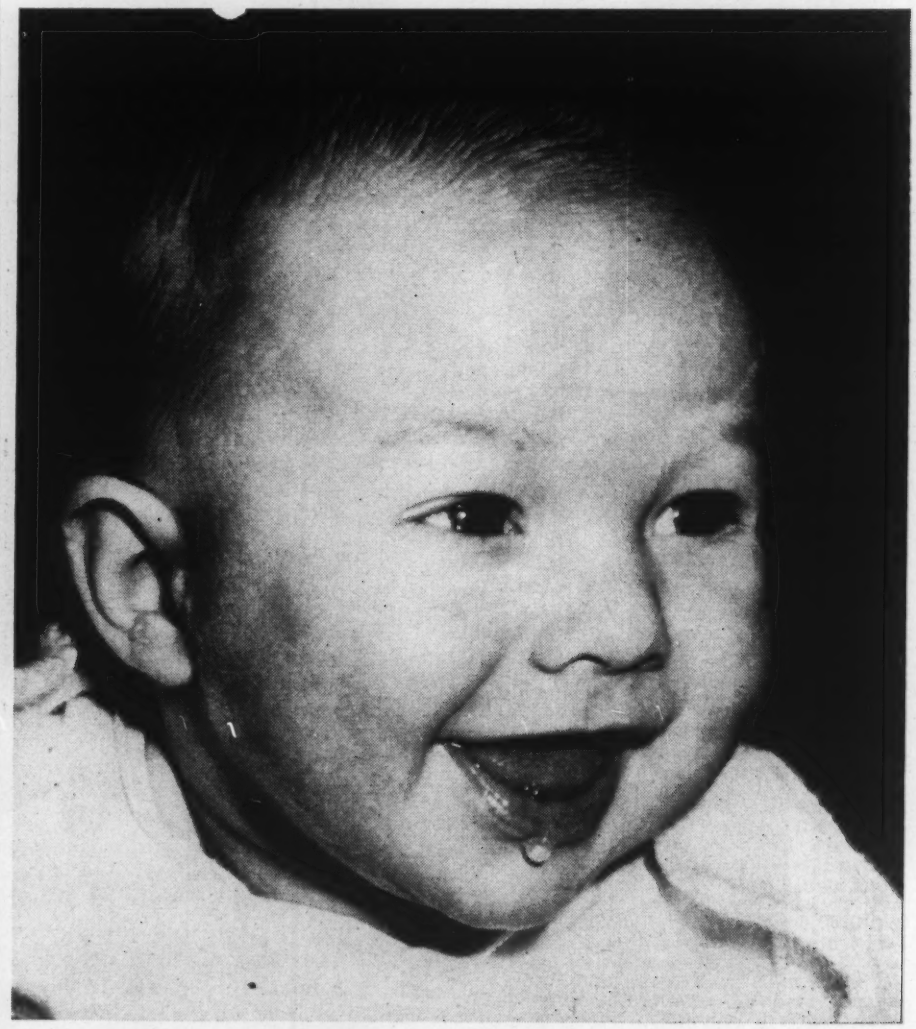
Then in the 1930s came the two most revolutionary photographic influences of the century. First, emerging from the depression, came the miniature camera, developed in Germany, and made the object of expanding production in England and America. Second was the introduction of 35 mm Kodachrome color film in 1938.

Almost immediately camera clubs organized color divisions for those using the new 35 mm film. The full impact of the color slide was not, however, felt until the end of World War Two. By this time women were beginning to show an interest in color photography, which they had never evinced in monochrome, except as a casual snapshot medium.

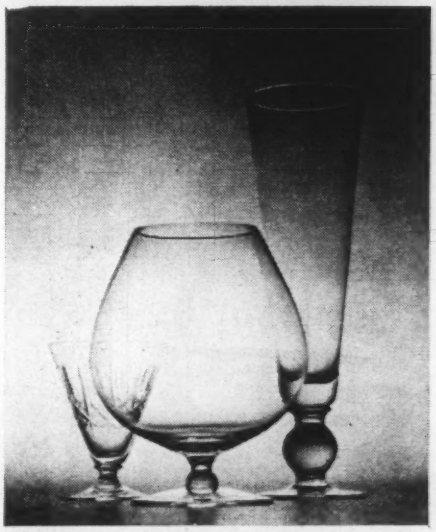
In May, 1947, a small group gathered in Toronto and formed the Color Photographic Association of Canada.

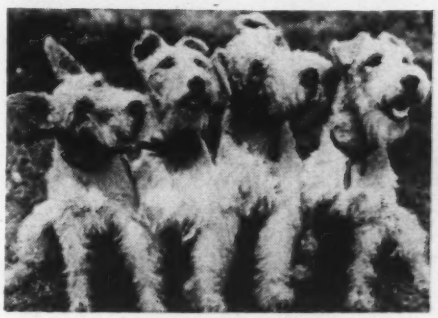
Today CPAC has four branches in the Metropolitan District of Toronto and twelve groups at other points in Ontario. Other branches are to be found in Nova Scotia, Manitoba, Alberta and British Columbia—27 branches altogether, with a total membership of 1,100 color photographers. Women form practically half the membership.

Across Canada, membership of organized camera clubs, social welfare and in-



'Winsome Smile' by Walter Maraz.





TOP TO BOTTOM: *'The Feast' by Mrs. F. R. Conklin; 'Blue Glass' by Robert H. Ilsley; 'Sweet Adeline' by J. Dopp.*

dustrial groups interested in hobby activities runs close to the 10,000 mark. The Commercial and Press Photographers' Association of Canada, this country's largest and fastest growing professional aggregation, now exceeds 1,000.

As more than one million cameras of one kind or another have been sold through retail channels in Canada during the last ten years, it is obvious that more hobbyists are outside the organized clubs than are members of them.

Color photography: The camera should have a lens of 6.3 or better — there are

Unretouched enlargement from a Minox negative (inset—actual size)

THIS TINY CAMERA TOOK THIS PHOTO

ACTUAL SIZE

MINOX

Minox Exposure Meter $27.00

Yes, the fabulous Minox takes clear, brilliantly alive photographs under almost any condition. With two built-in filters, f3.5 lens, shutter speeds from ½ to 1/1000 of a second, plus Bulb and Time, the Minox takes superlative distant shots or close-ups in black and white or colour, focuses down to 8 inches. The tiny 2½ ounce Minox can be carried in pocket or purse—always handy when you need it.

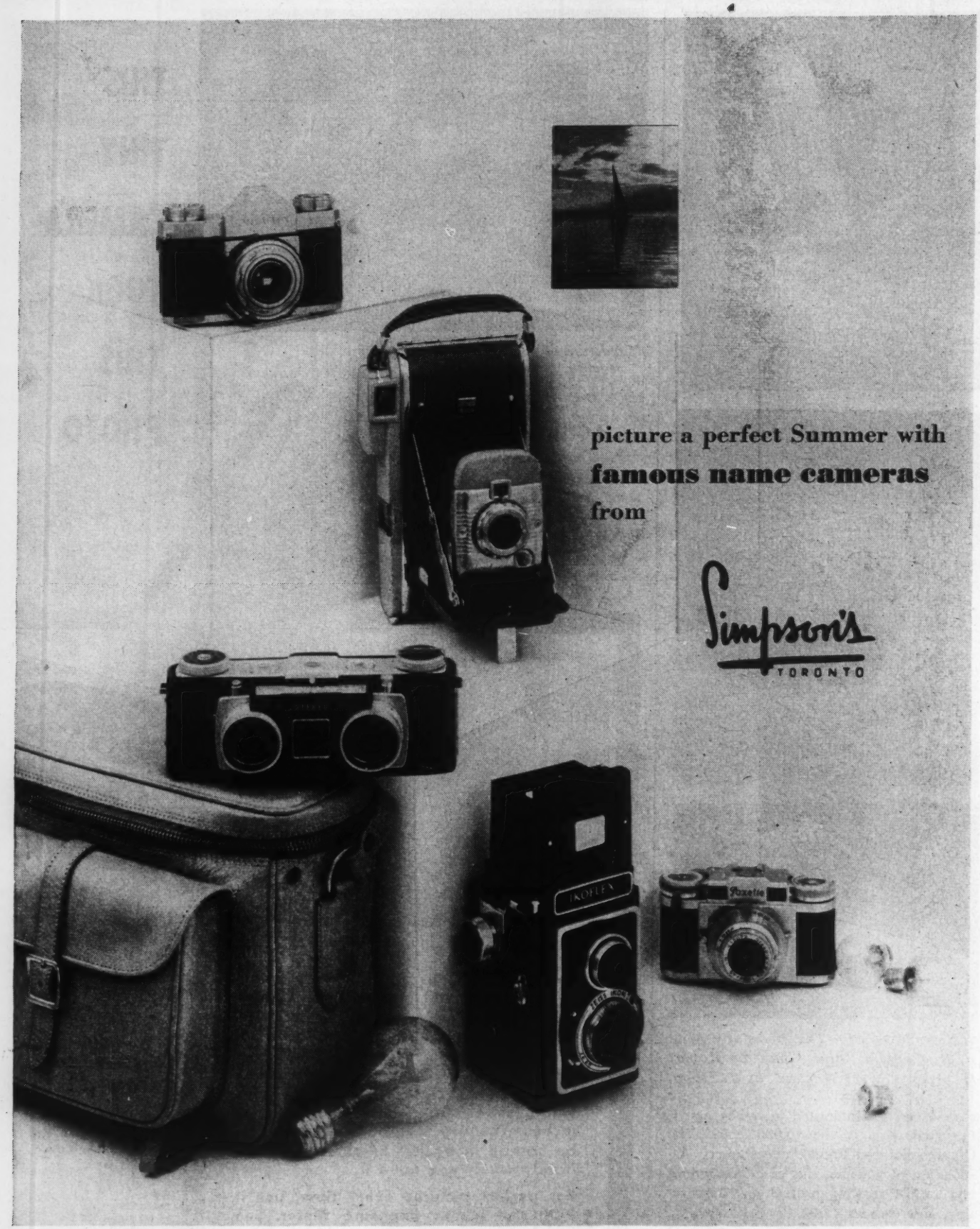
For perfect pictures every time, use it with the Minox Exposure Meter. See camera and meter at your dealer's or write for further information to:

MONDO PHOTO LIMITED
579 Richmond St. W. Toronto

MINOX
The World's Smallest Precision Camera only $139.50

including Chrome Safety Chain and Leather Case

Excellent new photo-finishing methods available across Canada ensure quality prints from your Minox negatives.



MOMENTS when you meet with friends . . . vacation days, filled with event . . . faraway scenes, interesting people—this is Summer, most precious, most fleeting of seasons; hold it forever through the magic of a camera!
Simpson's has all the best-known makes and the accessories . . . choose here; there are prices for every purse. Street Floor, Dept. 210

"Contaflex" by Zeiss Ikon; f2.8 lens. Each $164. "Highlander 80" by Polaroid. Each $88.75. "Stereo" by Kodak; 3-dimensional pictures, two f3.5 lenses. Each $104.50. "Ikoflex 2A" by Zeiss Ikon, f3.5 lens. Each $110.50. "Paxette", f2.8 lens. Each $49.95. Gadget Bag. Each $10.95.

PHONE UN 1-8111 OR WRITE SIMPSON'S SHOPPING SERVICE

many on the market in the low- and medium-priced field.

There are two types of film made, daylight and artificial or tungsten type. In most cases, if the correct type of film is used, no filters are necessary. Briefly, this is the answer to the filter problem. With Ansco color for daylight correction use a UV 16; with Kodak films a Skylight filter; these slightly warm up the transparency where the light is excessively blue.

Artificial light film is a two purpose film and can be used in daylight by placing a Type A No. 85 filter over the lens with Kodak film and using an Ansco Conversion No. 11 filter for Ansco film.

When using artificial light film with flash, use your UV 16 filter and an 81C with Kodak film. These are all the filters necessary for taking 99 per cent of your photographs.

Exposure meters are an indispensable aid in color photography. All the well known makes are reliable when in working order, but use the same one all the time, as each meter has its own characteristics even if they are of the same make.

To ensure success, tabulate your exposures for the first few rolls of films and the conditions under which each picture was taken.

If your transparencies are correctly exposed, fine, but if uniformly under- or over-exposed you can correct the situation by changing on your meter the exposure index of the film.

A technically excellent transparency is not necessarily a good picture, and so, after learning the technical details, you are left to your own resources.

The following points should be helpful:

Keep the picture as simple as possible. Try to tell a single story well. Most pictures take in too much territory, include too many objects but describe none. Whenever I am after pictures there are two words that I keep repeating to myself, often aloud, to the amusement of anyone near: "Get close; get close".

The fewer colors there are in a transparency the better. Strive for a bold effect; a few large areas uniformly colored will generally make a good picture.

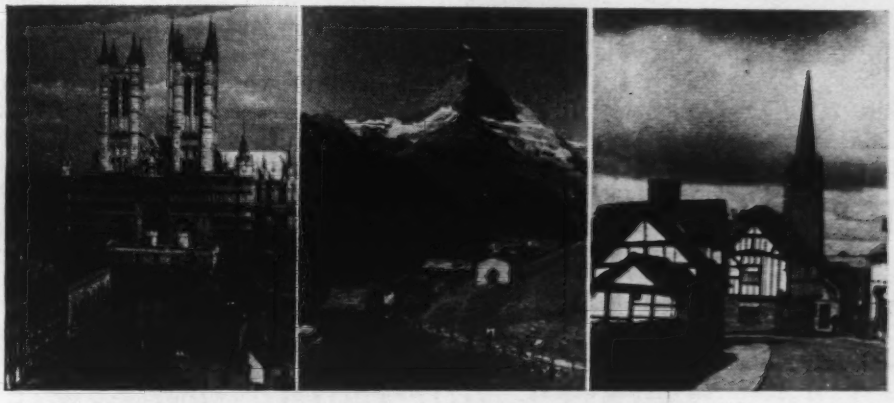
Color harmony is obtained by combining the warm colors, orange, yellow and some reds with the cool colors, if possible.

Bright colored subjects are fine if tastefully handled, but subjects in soft pastel colors can be very beautiful too.

Keep in mind the most important part of your subject and expose primarily for it.

Front or three-quarter lighting gives best results in color photography. Side lighting gives modelling to distant scenes, but in close-ups use reflectors or fill in lights to reduce contrast. Back lighted scenes seldom make good color shots, and with sunsets, if you cannot look at the sun, don't shoot.

With every roll or box of film, no matter what the type or who the maker, comes an instruction sheet on how best to use that particular film. Follow the instructions.



Travel Photography: 'Lincoln Cathedral', 'Matterhorn' and 'Weobley, Hertfordshire' by J. S. Boeckh are examples of skilled amateur work.

Travel: Summer is the time when travellers take to photography and photographers take to travel. However, it is not necessary to be an expert photographer to gain a great deal of pleasure out of using a camera on one's travels; all that is necessary is a little thought and a sensible observance of a few principles.

There is now available a great supply of excellent travel books, ranging from the epicurean treatment of S. P. B. Mais ("a delightful inn hard by the Chateau of Chillon where the Campari was absolutely first class") to straight descriptive material. Most travel books now are beautifully illustrated and many photographic ideas and suggestions can be obtained from them alone.

1. In color, take your pictures at 1/100 of a second exposure and avoid camera movement. Small cameras have great depth of field and over-all fuzziness is to be avoided at all costs.
2. Don't try the impossible:

a) In color, don't, as a general rule, try to take pictures with great extremes of

Eddie Black's

1422-24 YONGE STREET
TORONTO

Main Store South of St. Clair
WA. 4-1434

CANADA'S
LARGEST CAMERA STORE
FINEST FACILITIES
AT YOUR SERVICE

★ Projection and Darkroom Equipment Department

★ Still and Movie Camera, Accessory Department

MORE REASONS WHY
IT PAYS TO DEAL

AT Eddie Black's

A Our own Camera and Projector Repair Departments. Highly Skilled Service Men Supplying fast, Efficient Service on the Premises.

B A Large Theatre Screening Room to Ensure a Proper Demonstration of any Prospective Equipment.

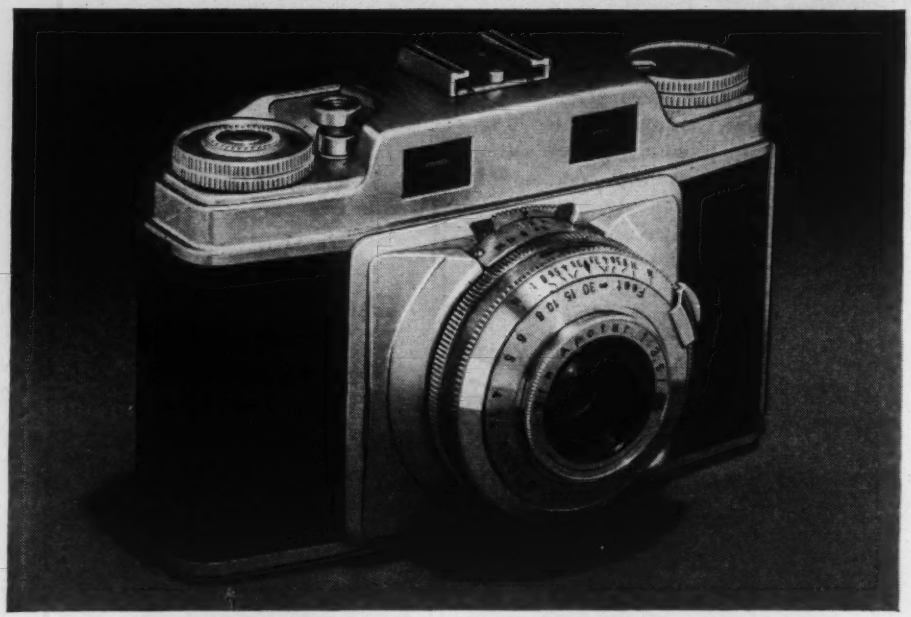
C One Year Insurance Against Loss, Theft, Fire, etc. With All Cameras and Projectors over $35.00.

D Eddie Black's Budget Terms for Simplified Purchasing.

DOWNTOWN STORE
67 Richmond Street West
Toronto
Just west of Bay
EM. 4-8568

KITCHENER: 8 WATER ST. N.

Eddie Black's



SO VERSATILE, NO OTHER CAMERA LIKE IT!

ANSCO SUPER MEMAR

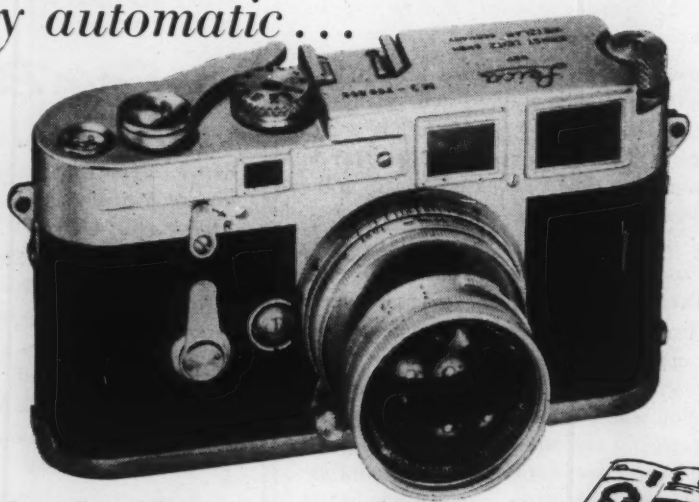
No other 35 mm camera offers you all these quality features: F3.5 Anastigmat lens. Prontor SVS shutter, full range of speeds. Fully M-X-V synchronized for all lamps and strobe outfits at all settings. Built-in self timer; extra-bright coupled coincidence range finder in single window with view finder. Thumb lever film transport, a single motion transports film, counts exposure, sets shutter and many other features only $75.00. Cowhide case 9.35. Flash unit 8.95.

P.S. New Ansco All Weather Pan Film "SEES RED" for Brighter Black & White.

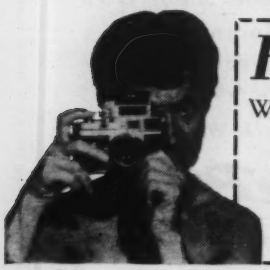
ANSCO OF CANADA LTD., TORONTO, CANADA

Leica NEW M 3

is fully automatic...



...that's the Beauty of it!



FREE Beautifully illustrated booklet on cameras and photography. Clip out and send this coupon today. LM7

Walter A. Carveth Ltd.
Department SN-6
901 Yonge Street
Toronto, Ont.

Name .....

Address .....

City ..... Prov. .....

light and shade nearly equally divided. This is too difficult and good photographers avoid it; novices don't seem to.

b) Make sure your exposure is accurate. The best thing is to get an exposure meter, the cost of which will soon be made up in film saved.

3. Remember that many of the best pictures are not made in direct sunlight. Good color pictures don't require bright reds and yellows, but are often better if soft pastel shades are utilized.

4. Don't try to take too many pictures. One good picture is worth ten bad ones, carelessly taken.

5. Don't shoot into the sun. In any event, be sure you have a lens hood for your camera, and use it all the time.

6. If buying a new camera for your trip, be sure you are thoroughly familiar with it before starting out. A few practice rolls expended locally will more than repay the slight time, effort and expense involved. Also you will have a chance to profit by experience.

One of today's strong trends in photography is towards smaller, more compact cameras that are easy and simple to handle. The Minox camera, for example, measures only 3¼ x 1 ⅛ x ⅝ inches, and weighs 2½ ounces, yet contains 212 separate parts. Mural-size prints of excellent quality can be obtained from the tiny 8 x 11 mm negatives. Used with the special Minox exposure meter, it is just about foolproof. A small metal magazine makes film-loading easy — the camera is opened, the magazine dropped in, the camera closed and you are ready to take pictures. The large prints are made possible by an ingenious optical and film transport system using a curved film plane. Its f3.5 lens is coated, fully color corrected and contains no aperture settings. The shutter has speeds from ½ sec. to 1/1000 sec. plus a provision for time exposures. The viewfinder, which disappears when the camera is closed, is parallax-corrected and houses two built-in filters.

'Hauteur' by Claude H. Wright.

'The Tub' by Ben Hill-Tout, University of British Columbia.

Photography: The Professional

IN ALMOST every field of business, industry, science and education, the camera is extending its usefulness to Canadians. Through photography, we are able to increase our efficiency, improve our products and reduce costs of production.

The familiar instrument that was once simply used to record our contemporary existence for the family snap-shot album has now become a basic tool to our working force.

The extent of the growth of photography is not generally realized, but last year Canadians spent more than $115 million for picture taking. A large proportion of this amount represents amateur consumption, but if conditions in the United States may be regarded as an index, there will be a decided upward swing here as well in the functional applications of photography. Of the more than one billion dollars spent in the U.S. last year on photographic equipment, supplies and services, an estimated 60 per cent was purchased by business, industry and government.

'Daughter of Freedom' by Gar Lunney, NFB.

One has only to glance through our national magazines to discover the impact photography has made in the advertising field.

Magazine advertising is not the only outlet for commercial photographs. The two major department stores in Canada bi-annually produce huge 600-page catalogues which contain more than a thousand photographs each.

In merchandising, photography helps to create packages that sell by reproducing full color photographs of the product on the container. Many of the supermarkets use larger-than-life display color transparencies of their special products. Keeping step with Canada's expanding TV industry is the production of motion picture commercials for those frequent interruptions necessary for sponsored programs. The producion of a two-minute commercial may take several days and cost upwards of a thousand dollars.

In our aviation industry, photography plays an important part both in development engineering and in production. To place a single aircraft model in production, as many as 25,000 master patterns or templates made from original drawings may be required. Until photographic methods of copying were introduced to the industry, each template was drawn laboriously by hand. By coating photographic

FILMS... the professionals prefer

... In roll film and 35mm cassette:

GEVAPAN 27
ASA Daylight 32, Tungsten 20
The panchromatic film for negatives to be used for maximum enlargement or photo mural. Finest grain, thin emulsion, heavy silver content, capable of resolving the finest possible detail.

GEVAPAN 30
ASA Daylight 64, Tungsten 40
In Gevaert's panchromatic series, has wide latitude of exposure, brilliant gradation, standard speed with unusually fine grain.

GEVAPAN 33
ASA Daylight 125, Tungsten 100
For action pictures, unfavorable light. Extremely fine grain for a fast film. Panchromatic, with balanced color sensitivity (renders all colours in monochrome, according to brightness. Prolonged development possible without danger of fogging.

GEVACHROME 30
ASA Daylight 64, Tungsten 32
Standard orthochromatic film, sensitive to all colours except red. Fine grain structure, but short development time permits fast processing.

GEVAERT (CANADA) LIMITED
345 Adelaide St. W., Toronto, Ont.
Branches: Montreal, Vancouver.

For better photographs
SAY "GAVE-ART"

MOVIES

are cheaper than stills!

Your own movies are worth much more than 18c per scene in family fun. Everybody can get into the act even the kid sister. You can start with a movie camera as low as **$45.75.**

COLOR

Even today's box cameras take color pictures. You can make beautiful transparent still pictures for less than 20c each. Cameras are as low as **$36.45** for a 35mm size.

Write for our catalogue

TORONTO CAMERA EXCHANGE

293 Church St. EM. 6-6224

TORONTO

THE ALPA WITH THE **NEW ACTION**

ALPA XENON 50 MM f/1.9 with Automatic diaphragm

$407.50

other models from $200.00

now an

automatic diaphragm

The automatic diaphragm gives the ALPA all focusing advantages of the twin-reflex camera while maintaining the many exclusive features of the single lens reflex camera.

Easy, fast focusing on brilliant groundglass with critical sharpness because of minimum depth of field at full aperture. Absolute picture control without guesswork for accurate composition.

Very lightweight: 8 ounces

Unlimited use of all smaller lense stops providing increased depth of field, especially important for colour pictures.

Lens couples to individual rangefinder of ALPA 7. Combined release of shutter and automatic diaphragm requires very little pressure.

WRITE FOR FREE DESCRIPTIVE FOLDER

PHOTOGRAPHIC STORES LIMITED

65 SPARKS ST. OTTAWA 2, ONT.

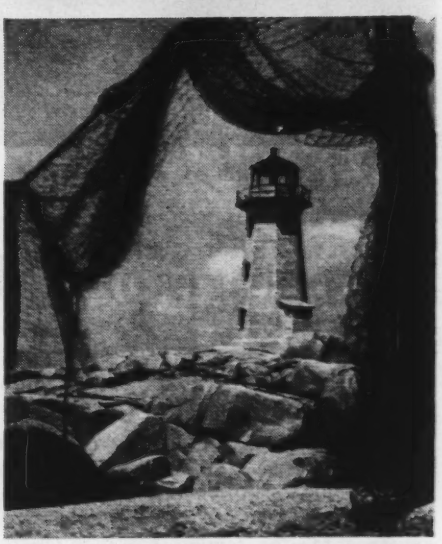
emulsions directly on the template material, large numbers of duplicates can be produced accurately and quickly, thus saving thousands of man hours.

The research engineer applies the high speed motion picture camera in his study of fuel injection and combustion. By taking pictures at a speed of 3,000 frames per second, he is able to slow down the action more than 200 times, thus enabling a careful analysis of motion too fast for the human eye to see. When our jet aircraft are tested, special cameras record the instrument panel so that a permanent record of the test data is obtained. The automotive industry uses large quantities of photographic materials for copying engineering drawings to be used in the manufacture and assembly of motor cars.

The camera is being put to work by our banks and insurance companies in a modern system of record keeping, called micro-filming. Important records and documents are photographed on 35 mm film —a 100-foot roll of film can record the equivalent of 675 double-spread newsprint pages, effecting a saving in file space of as much as 98 per cent. When records must be consulted, special readers or viewers enlarge the tiny picture to its original size.

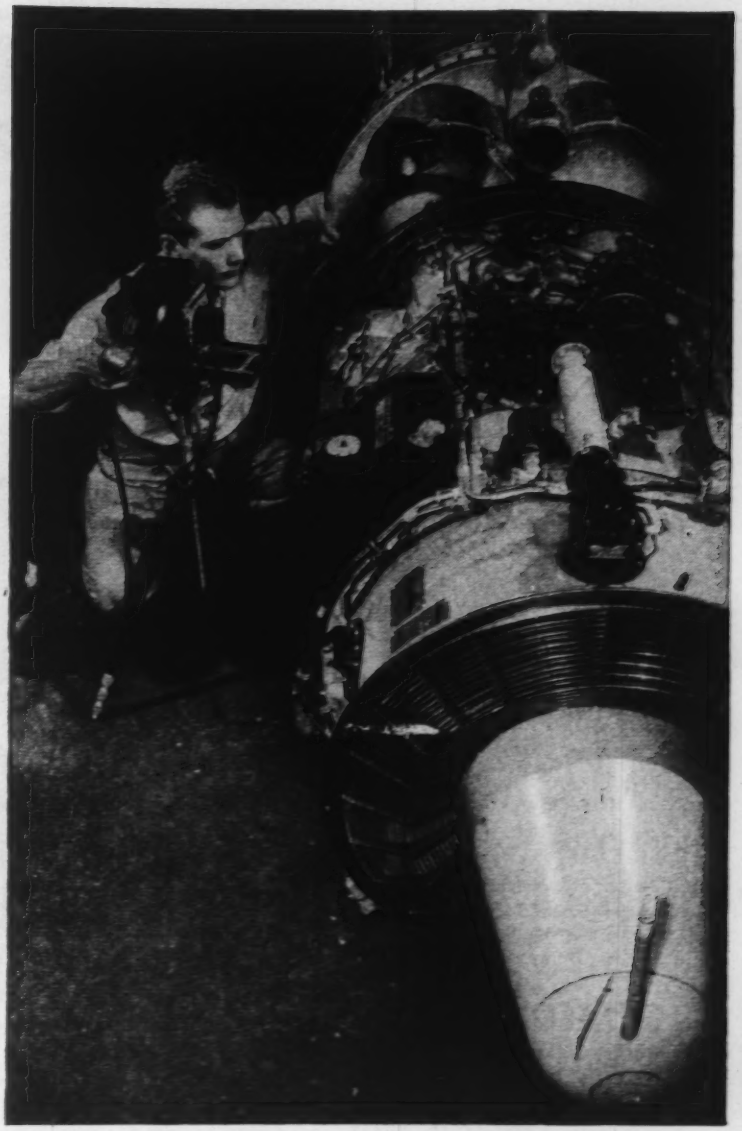
Libraries record the pages of entire books and other publications on film from which the public can obtain reproductions at a nominal fee. A new process enables fifty-nine standard book pages to be recorded on a 3 x 5 inch card, which can then be "blown up" to readable size in special viewers.

Since the war, the Air Force and commercial survey firms have photographed and charted the greater part of our country in the most comprehensive aerial mapping survey ever undertaken. Besides mapping, aerial photographs have been used



TOP TO BOTTOM: *'Mantis Religiosa' by Harold U. Green; 'Fishermen's Friends' by Lawrence J. Boner; 'Study' by Max Sauer; all members of CAPPAC.*

Photography speeds production of Canada's Jet engines



Orenda Engines Limited cut man hours and cost by 40% on one operation

One typical external modification on an Orenda Jet engine required a 4-view orthographic drawing on 4 sheets of paper in order to show every complex part in true detail.

Now photographs aid this process. The orthographic drawings are no longer necessary and only a 4-view line drawing is required. Calculated saving is 40% in man hours and cost per operation, but this does not take into account the overall saving on the production of Jets for the defence of Canada.

Workers on the shop floor, too, prefer the clear definition of photographs and drawing queries have been reduced.

Orenda Engines Limited use photography in many departments. It helps them speed production, improve efficiency and cut costs.

There is sure to be a place where photography can help *your* business. Check the list and see.

Canadian Kodak Co. Limited, Toronto 9, Ontario

...and here are 16 places where photography can work for you—

5 minutes with check list can be the soundest business move you've made this year.

Management—Progress Photos, Stockholder reports, Record preservation, Information distribution, Control and Organization charts

Administration—File debulking, Purchase schedule, Office layout, Interior decoration, Form printing

Public Relations—News release, Institutional, Community relations, Public service

Advertising — Advertisements, Booklets, Displays, Dealer promotion, Television

Production — Time study, Work methods, Legible drawings, Schedules, Process records

Testing & Quality Control — Test set-ups, Reports, Standards library, Radiography, Instrument recording

Service—Manuals, Parts lists, Installation photos, Training helps, Records

Personnel — Identification photos, Job description, Orientation, Payroll records, Employee personal records, House organs, Health records, Bulletins

Product Design & Development — Styling, Consumer testing, Motion studies, Stress analysis, Performance studies

Warehousing & Distribution — Inventory control, Damage records, Waybill duplicates, Flow layouts, Packing & Loading records

Purchasing — Schedules, Duplicate engineering prints, Specifications, Component selection, Source information

Sales — Portfolios, Dealer helps, Sales talks, Price & Delivery information

Research—Reports, Flow studies, Process charts, Library, Photomicrography, electron-micrography, x-ray diffraction, etc.

Training and Safety — Safety campaigns, Teaching, Reports, Fire prevention

Engineering—Drawings, Specification sheets, Drawing protection, Pilot radiography

Plant Engineering & Maintenance — Plant layout, Repair proposals, Piping & Wiring installations, Progressive maintenance, Record debulking

Write for one of these free booklets to:
Department 21
CANADIAN KODAK CO., LIMITED
Toronto 9, Ontario

- ☐ "Photography in Plant Operation"
- ☐ "Photography in Administration"
- ☐ "Photography in Engineering"
- ☐ "Photography in Marketing"

Kodak

for forestry survey, erosion studies, oil and mineral surveys, studies of city traffic conditions, appraisal of flood and fire damage, and so on.

In a technique called photomicrography, the metallurgist combines the camera and microscope to record the changes in the structure of metals due to heat treatment, aging, case hardening, annealing or tempering. In the field of public relations, photography is telling the story of what our industries are doing, explaining the use of their products and their contributions to community progress.

Teaching films, long used by schools, are finding increasing application in indus-

'Tahtsa Trolley' by Gar Lunney, NFB.

try. Motion pictures are used to help teach thousands of workers how to run machinery with which they may not be familiar. Films and photographs also help in dramatizing safety rules, thus reducing enormous losses to business and industry from personal carelessness.

Another important application of photography is the use of "progress" photos by the large construction firms to record progressive changes in the construction of buildings, bridges, dams, roads and other projects at definite intervals over a period of time. Real estate agents take advantage of photographic services by maintaining a file of their latest listings for potential customers to view.

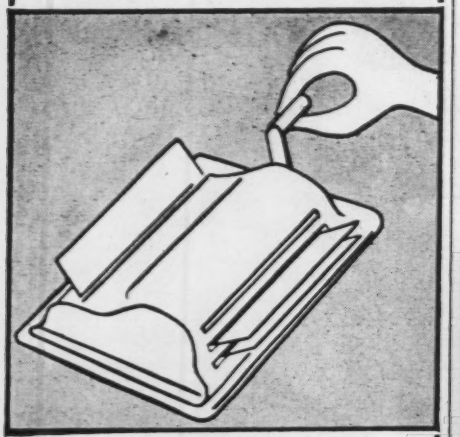
The camera is truly versatile, being used in such diverse places as the race track to prevent infraction of racing regulations and in the operating theatre of our hospitals to record the progress of a delicate operation. And it will continue to be of increasing service to business, industry, or wherever it may be required to perform some useful function.

Material for this section was contributed by J. S. Boeckh, ARPS; Rex Frost, FPSA, ARPS; Leslie H. Holmes, instructor at Ryerson Institute; and Claude Wright, ARPS, president of the Toronto Camera Club and technical manager of the Benjamin Film Laboratories, Toronto.

PHOTO-COPYING

IS FAST, ACCURATE

Saves time • Saves Money



GEVACOPY . . is the special paper used to obtain *exact* copies, through the use of modern (dry-process) photo-copy office machines.

GEVACOPY . . . is one of a wide range of products perfected in the world-renowned laboratories of GEVAERT PHOTO-PRODUCTEN, of Antwerp, Belgium.

With **GEVACOPY** your office boy can copy *six times* faster than your best typist!

Gevaert Products for Industrial Photography

- Photographic films and papers.
- Gevacopy, Document and other photo-copy materials.
- Lithographic and graphic arts films, plates, and duplicating materials.
- Structurix, industrial X-ray films.
- Aerial, cine and micro-films.

For technical data, catalogue and price information, write

GEVAERT (CANADA) LIMITED

345 Adelaide St. W., Toronto

Branches: Montreal, Vancouver.

For improved photography

SAY "GAVE-ART"

HOLIDAY TIME IS CAMERA TIME

See them now!

Agfa Memar f.3.5 lens	$42.95
Agfa Super Memar f.35 PSV	$75.00
Zeiss Contina II f.35 PSV	$53.50
Zeiss Contaflex with Meter f.2.8	$194
Paxette IIA f.2.8 Interchangeable	$54.50
Vito B. f.3.5 Skopar	$45.75
Minolta 'A' Cpld. R.F. f.3.5	$49.50
Exakta Automatic Tessar f.2.8	$299
Leica M3, fully automatic	$447
Praktica f.3.5 Tessar 1/500	$149.95
Nikon S.2 f.2 Nikkor	$299

YOUNG'S

PHOTO SUPPLY LTD.

818 Yonge St. — WA. 3-5635

(Just above Bloor)

Collis

Camera Centres,

TORONTO

for all your Photographic and Movie requirements

★ ★ ★

828 St. Clair Avenue West (at Atlas)
ME. 1177

597 Bayview Avenue (next to Theatre)
HU. 9-2566

"WE ARE NEVER UNDERSOLD"

Rothesay Collegiate

FOUNDED 1877

An Old New Brunswick School for Boys aged 10 to 18

Rothesay is an Independent Boarding School whose purpose is to offer a liberal education for able boys. For this it possesses all the necessary facilities in Buildings and Grounds, together with a strong Staff, small Classes, Athletics, Cadet Corps, etc.

Information on Scholarships and Bursaries available on request. Moderate fees. For prospectus please write:

The Headmaster,

C. H. Bonnycastle, B.A., LL.D.

ROTHESAY, N. B.

Conscience and Campaigns

by Marion McCormick

Soon after the new Montreal General Hospital opened the doors of its $20 million building on Mount Royal, Mrs. George S. Currie, president of the Hospital's Auxiliary, was accosted by a woman in the lobby.

"Mrs. Currie," she said, "I've been waiting seven minutes for the elevator. Seven minutes by the clock."

The handsome, grey-haired president clucked sympathetically. It was only too true, she said. The settling-in process required welding together two separate staffs of an institution which had been split into branches at different ends of the city. Everything was different, from the switchboard system to the method of dispensing clean uniforms. One could detect an air of disorientation on the faces of the staff members as they travelled the two and a half miles of baffling new corridors.

"You know how it is when you move," Mrs. Currie said. And the visitor to the hospital, who had by then been waiting a good ten minutes, nodded understandingly.

The shaking down is now well along, and elevators swoop up and down at reassuring intervals, but Mrs. Currie, who interprets her job as a public relations assignment, continues to work for better public understanding of the hospital, which was founded by women and is now sustained to a significant degree by the devoted efforts of an auxiliary of 1,700 members. Although the new building has been in operation for some time, the demands on the Auxiliary have not slackened, nor has Mrs. Currie's interest in every detail of the work.

The original hospital was begun by a group of energetic ladies who called themselves the Montreal Female Benevolent Society. The Napoleonic Wars had just ended, and a wave of immigration brought crowds of destitute newcomers to Montreal. With women's immemorial faith in the restorative powers of a good hot meal, the benevolent females opened a soup kitchen. More than food was needed, however. New premises were acquired, and enough condemned army mattresses found to furnish beds for 30

Mrs. George S. Currie has tackled the most challenging volunteer jobs in the welfare field in Montreal. She is now president of the 1,700-member Women's Auxiliary of the Montreal General Hospital. Its new building is seen behind her.

One touch of Cointreau and the Angels sing

For Fruit • For Cocktails • For Pastry

What an exciting difference Cointreau makes in the flavor of your favorite seasonal fruit! Or try a Cointreau Frappé. Pour 1½ oz. of Cointreau into a cocktail glass filled with shaved ice . . . sip through a short straw. Delightful after dinner!

For a host of exotic cocktail, dessert and salad recipes, send today for "The Gourmet's Guide to Dining and Drinking".

35U-2

GOODERHAM & WORTS LTD.
1500 St. Catherine St. West, Montreal

Please send FREE "The Gourmet's Guide to Dining and Drinking".

Name.....

Street.....

City.....

Mrs. Currie relaxes in her drawing-room, very much a family room where photographs of the now grown-up children are prominently displayed and books are dropped casually on chair-side tables. The whole house is characterized by the comfortable clutter of family living.

of the most desperately sick.

The women had come to the end of their resources, and they turned for help to some of Montreal's prominent citizens. They wanted a petition put forward to the provincial government for a grant to establish a general hospital. This first effort ended on a comic opera note, resulting in a duel fought on the banks of the St. Lawrence between a member of of the provincial House (anti-hospital) and a Montreal doctor (pro). Both gentlemen were wounded, and retired with honor satisfied, but the petition was lost in the general uproar.

Dismayed but resolved, the benevolent females turned to the public for help, and the first campaign for funds brought enough to found the Montreal General Hospital, which opened on May 1, 1819. This heritage of service to the Montreal General has been carried on ever since through a number of moves and expansions. Now, the new hospital dominates the skyline.

The presidency of the Auxiliary is the latest of a series of challenging jobs of community service which Mrs. Currie has accepted. Last year, she headed the Women's Division of Montreal's Red Feather campaign, and raised $300,000, an amount equal to the total community chest objectives of cities the size of London and Hamilton.

Almost everything was against her in the effort. The new Quebec income tax had just begun to take a savage bite out of nearly every pay cheque, and there was a general feeling — inaccurate—that the tax was for welfare needs. Another hazard was the weather. The rain fell with Old Testament ferocity throughout the canvassing period. Nevertheless Mrs. Currie marshalled her waterlogged canvassers to the dreary rounds of doorbell ringing.

Her brisk executive manner is softened by tact, an invaluable asset in the business of raising money. A large part of the women's canvassing area covered a predominantly Jewish community, and the campaign period included the days of the Jewish High Holidays. Mrs. Currie instructed her canvassers to bypass Jewish homes, rather than intrude on the religious occasion. The story got out only because one Jewish housewife who had been expecting a canvasser to call telephoned to ask whether she had been overlooked. Mrs. Currie explained the situation, and the housewife was so impressed with the thoughtfulness that the story was repeated around the neighborhood. Receipts in that area hit an all-time high.

A Montrealer, born and bred, Mrs. Currie was Louisa Napier, the daughter of a family that had been Canadian for several generations with roots in Massachusetts. She grew up in a large house in a leafy part of the city near McGill University, a district that retains some of its Victorian fragrance although most of the homes have been turned into rooming houses. Her own childhood home has been converted into an apartment house.

The wife of George Currie, author of the headline-making Currie Report, she has four children. Only the youngest, 21-year-old Gordon, a student of engineering

at McGill, is still living at home.

Home is a large stone house which stood all alone high up on Westmount Mountain in the tangle of natural mountain growth until a recent burst of building on the street. Her house has accumulated around her. The spacious rooms, all of them offering magnificent views over the city, are innocent of a decorator's hand. Lamps are placed where they will throw the best reading light, and there is always a table within easy reach of a chair. Some fine old pieces of furniture are New England in origin, and all the rooms are brightened by flowers from the garden. Pictures on the walls include portraits which are probably striking likenesses of the people who sat for them, and one might conceivably picnic in the landscapes.

A fair-sized picnic could also be accommodated in the Currie's beautiful garden. This is one of Mrs. Currie's leisure time enthusiasms and many hours are devoted to it sandwiched into her busy schedule whenever her many activities will permit. The garden ends where the natural growth of the mountain begins and thus they enjoy the pleasures of formal cultivation along with the delights of a more rugged terrain.

When all the children were at home, Mrs. Currie entertained a great deal, but she does relatively little now beyond having old friends in for dinner, her favorite kind of party. Household arts do not appeal to her strongly, and she leaves much to Rose, who has served the family for 12 years. Life is quieter now that three of the four children have left home for marriages or jobs or both, but the routine tasks of running the house are still part of Mrs. Currie's day.

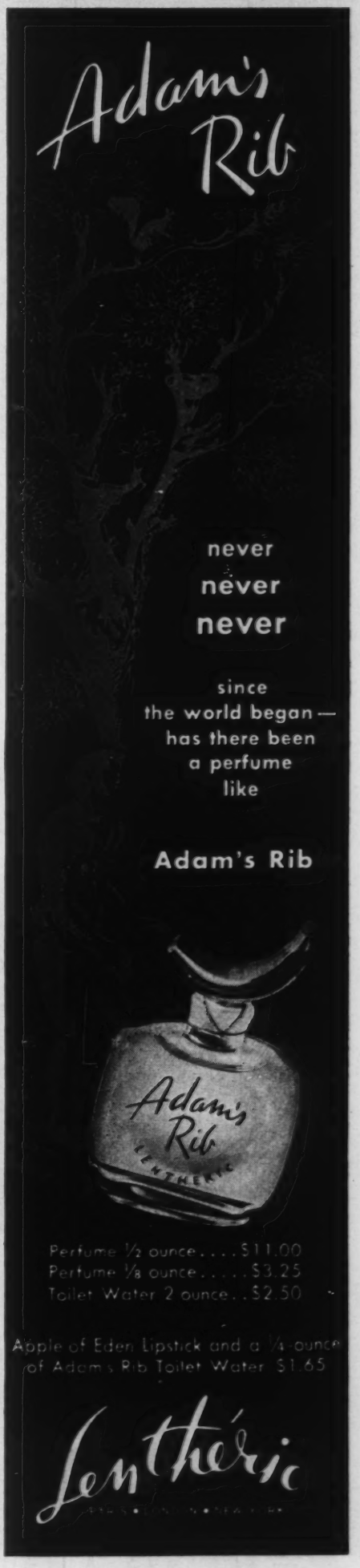
Mrs. Currie says she can cook if she must, but she says it with a notable lack of enthusiasm. She used to sew a good deal, and she still makes some of her own clothes, but the rest are made for her. She finds shopping tiresome, and as a shortcut, she keeps up-to-date lists of family sizes so necessary buying can be done with despatch.

The Curries share their interests to a large degree. They do all the work on their extensive grounds themselves, and spend their holidays together. Mrs. Currie's one indulgence is golf, but with her faculty for turning every pursuit into a job, she served a term as president of the Canadian Ladies' Golf Union, thus squaring the indulgence of hours on the course with her New England conscience.

This year the Curries will spend their vacation at their fishing camp. She plans to sit placidly sketching on the bank while her husband casts and reels in tirelessly. Her interest in art is longstanding. After leaving school she studied at the art school attached to the Montreal Museum. There hasn't been much time for painting lately, but she has promised herself a vigorous old age in which to catch up with it.

Montreal is a city where welfare needs must be met by private citizens to a degree that is probably unique in Canada. Mrs. Currie has risen to the challenge of the task with zest and pleasant efficiency.

A corner of the library in Mrs. Currie's Westmount home has become the office from which she organizes her various welfare activities.

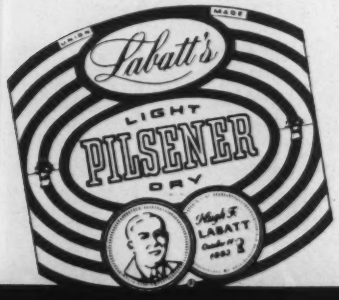


Thirsty?

...try a PILSENER

Don't horse around with thirst ... treat yourself to the quick, sure refreshment of a PILSENER. That long face will brighten with your first taste of Pilsener's sparkling dryness . . . *drier than lager!* And you'll go for Pilsener's easy-to-take lightness . . . *lighter than ale!* Thirst melts into absolute pleasure—with Labatt's lighter, drier Pilsener! Have a Pilsener very soon—at home or in your favourite hotel or tavern.

The only beer in the world endorsed by brewmasters of seven *other* breweries. Made to the original Pilsen formula with yeast specially flown from Europe. See the BACK of the label.



The swing is definitely to

LABATT'S

Letters

Police and Law

Your continued defence of evil-doers is shocking . . . Judging from your comment in The Front Page ("Bullet in the Back"), you would have our policemen handle criminals with the greatest tenderness, expose themselves constantly to danger without affording themselves the means of protection and not retaliate when they are abused or attacked . . . When he runs away from a policeman, a suspect automatically convicts himself. If he is not guilty, why should he run away? If he is innocent, what has he to fear? Surely no one would claim that the processes of Canadian law do not permit fair trial of a man accused . . .

TORONTO — J. T. FERGUSON

Editor's note: The man who runs away may be guilty, but something more than the suspicion of a policeman is needed to prove his guilt. That is why there are "processes of law". When a policeman shoots at an unarmed man he is not enforcing the law but showing his contempt for it.

Nichols and Politics

Garden-party *snobinettes* like Mr. B. Nichols should stick to the Chelsea Flower Shows, which they can describe with such nice discrimination, and leave the duller prairies of politics to others less elegant than they. Fascinating when he recounts "Larry" Olivier's latest *mot,* or yearns for the Noel *d'antan,* our delicious gardener loses himself in the realities of the marketplace. His account of the emotional stresses of the past (British) General Election belongs in some Strachean pastiche of rather-less-eminent Victorians, unless it is meant as a contribution to the study of quaint survivals . . .

EDMONTON — E. J. WEBER

Homosexuality

I was shocked to read, in an article by Robertson Davies, such a statement as this: " . . . A point of view which is gaining favor: that the conduct of homosexuals, so long as it gives no public scandal and involves no minors or reluctant persons, is nobody's business but their own." Not only is such a view morally indefensible and opposed to natural law, but has been condemned by the best legal minds. . .

OTTAWA — RAYMOND LEUTY

Editor's note: Not so. Sexual deviations are common among animals. And at the annual meeting of the American Law Institute last May, Judge Learned Hand argued that "I think it (sodomy) is a matter very largely of taste, and it is not a matter that people should be put in prison about". The Institute supported his view, 35 to 24, and recommended that sodomy and adultery be removed from the list of crimes "against the peace and dignity of the state".

Church and State

The article by William Krehm on Argentina makes pointedly clear that when the Church plays politics, the Church will, sooner or later, become soiled, losing both temporary gains in power and some of its permanent influence on the lives of its adherents . . . It is a lesson that Christians of all denominations should give heed to in Canada, where the Church (I use the term to cover both Roman Catholics and Protestants) has become too concerned with material things . . .

VANCOUVER — HAROLD HENDERSON

INDEX

	PAGE
BOOKS	25
BUSINESS	15
COVER STORY	12
FILMS	20
GOLD & DROSS	16
OTTAWA LETTER	11
PHOTOGRAPHY	29
WOMEN	39

SATURDAY NIGHT
ESTABLISHED 1887
VOL. 70, NO. 36 — WHOLE NO. 3240

PICTURE CREDITS: Page 3, International; Page 4, © McKague; Page 7, © McKague; Page 9, Wide World; Page 15, Federal Newsphotos; Page 18, Ashley & Crippen; Page 25, Wide World; Pages 39, 40, 41, David Bier.

ANSWER TO PUZZLER
Gwen is Bill's Wife.

Editorial Board, J. A. Irving, E. J. Pratt; Editor, Gwyn Kinsey; Managing Editor, Herbert McManus; Associate Editor, Adrian Liddell Hart; Assistant to the Editor, Fern Rahmel; Contributing Editors, Jim Coleman, Robertson Davies, Paul Duval, Max Freedman (Washington), Hugh Garner, Hugh MacLennan (Montreal), Beverley Nichols (London), Mary Lowrey Ross, John A. Stevenson (Ottawa), Anthony West (New York); Director of Advertising, Lloyd M. Hodgkinson; Advertising Manager, George Glionna. Subscription Prices: Canada $2.00 one year; $3.00 two years; $4.00 three years; $5.00 four years. Outside Canada $3.00 per year. Newsstand and single issues 10c. Authorized as second class mail, Post Office Department, Ottawa. Published and printed by Consolidated Press Limited, 1517 Mountain St., Montreal, Canada. Editorial and Advertising Offices, 73 Richmond St. W., Toronto 1, Canada. President and Publisher, Jack Kent Cooke; Vice-Presidents, Hal E. Cooke, Neil M. Watt, E. R. Milling; Assistant Comptroller, George Colvin; Secretary, William Zimmerman, Q.C.; Director of Circulation, Gordon Rumgay; Director of Manufacturing, E. M. Pritchard. Representatives: New York, Donald Cooke Inc., 331 Madison Ave.; Los Angeles, Lee P. O'Connell Co., 111 North La Cienega Blvd., Beverly Hills, Cal.; Vancouver, John N. Hunt & Associates, 198 West Hastings Street; London, England, Dennis W. Mayes Ltd., 69 Fleet Street, E.C.4.

"Canadian Club"

CANADA'S MOST DISTINGUISHED WHISKY

DIEU ET MON DROIT

BY APPOINTMENT
SUPPLIERS OF "CANADIAN CLUB" WHISKY
TO THE LATE KING GEORGE VI

Your friends will enjoy
meeting this famous
world-traveller this evening

Hiram Walker & Sons Limited

DISTILLERS OF FINE WHISKIES FOR ALMOST A CENTURY

One of the 65 canvases in the Seagram Collection.
Saskatoon, Sask., by Goodridge Roberts, A.R.C.A.

In these two paintings of Saskatoon Goodridge Roberts captures the charm of this thriving prairie city.

GOODRIDGE ROBERTS, A.R.C.A.

Trained at the Beaux-Arts and Art Students' League, New York. Official War Artist to R.C.A.F., 1943-45. Member Canadian Group of Painters.

The Seagram Collection of Paintings... AMBASSADORS OF GOODWILL

The Seagram Collection, "Cities of Canada," was seen by over a quarter of a million people in 15 countries abroad. Everywhere they travelled, these Ambassadors of Goodwill won new friends for Canada, and left behind them lasting impressions of Canada's remarkable achievements. Today, in thousands of homes in far-off lands, people are still talking about the occasion when these good neighbours from Canada came to call.

The House of Seagram

INTERNATIONAL TOUR: OTTAWA, SAN JUAN, HAVANA, MEXICO CITY, CARACAS, RIO DE JANEIRO, SAO PAULO, BUENOS AIRES, MONTEVIDEO, ROME, LONDON, PARIS, GENEVA, STOCKHOLM, THE HAGUE, MADRID, AND A VISIT TO THE CANADIAN ARMED FORCES IN SOEST, WEST GERMANY.

CANADIAN TOUR: MONTREAL, CHARLOTTETOWN, HALIFAX, ST. JOHN'S, SAINT JOHN, SHERBROOKE, TROIS-RIVIÈRES, TORONTO, QUEBEC, LONDON, WINNIPEG, EDMONTON, VANCOUVER, VICTORIA, CALGARY, PORT ARTHUR—FORT WILLIAM, SUDBURY, KINGSTON, HAMILTON, SARNIA, WINDSOR, SASKATOON, REGINA, SHAWINIGAN FALLS, HULL.